Near Field Communication

dg3® DIGITAL *MARKETING*
diversified global graphics group

Near Field Communication (NFC) is impacting the way consumers receive marketing messages, access information and pay for goods. The number of NFC-enabled smartphones and NFC payment systems are growing every day. A recent report forecasts NFC payments to reach $50 billion globally by 2014.*

DG3's NFC solution offers everything your business needs to incorporate near field communication into your next product launch or promotional campaign. NFC provides a convenient way for consumers to complete transactions, exchange digital content, and connect electronic devices—using a simple touch of their smart phones. Let DG3 show you how to capitalize on this new technology and place your brand in the hands of more customers.

700 MILLION smart phones will be in use around the globe by 2013.

Key Features

➤ **Total Solution/One Source**

DG3 provides procurement, encoding and testing of NFC chips, enabling a convenient and innovative way for consumers to make transactions and connect to digital content seamlessly across multiple devices and mediums.

➤ **Easily Embedded/Applied**

NFC chips can be embedded in 2-dimensional items, such as posters or cards, or 3-dimensional pieces such as wristbands, tokens, and key fobs. When NFC tags are embedded in cards or stickers they can be easily applied to existing collateral.

➤ **User Interface**

Tap an NFC-enabled smartphone to a poster with an NFC tag, and it instantly and reliably uploads the information embedded in the tag. NFC technology is compatible internationally, and is already supported by major credit card companies and retailers.

➤ **Multiple Applications**

NFC tags have a wide range of potential uses: transferring data, photos or other files between NFC-enabled phones, making credit card purchases at retail stores, replicating personal ID's, or exchanging contact information between mobile phones.

➤ **Two-Way Communications**

NFC allows two-way communication between endpoints, where earlier systems such as contactless smart cards were one-way only. NFC devices can be used in contactless payment systems, similar to those currently used in credit cards and electronic ticket smartcards, and allow mobile payment to replace or supplement these systems.

Benefits

■ **Intuitive:** "Tap and go" interactions are accomplished with a simple touch

■ **Versatile:** Ideally suited to a broad range of industries, environments, and uses

■ **Open and standards-based:** Follows universally implemented ISO, ECMA, and ETSI standards

■ **Inherently secure:** NFC transmissions are proximity-based, from a touch to a few centimeters, greatly reducing the opportunity for data interception

■ **Seamless Integration:** Incorporates easily into any mobile engagement — combine it with a QR Code for a dual mobile on-ramp to reach even more consumers

* Juniper Research, June 2011

NFC Applications

With NFC, your marketing collateral can become interactive.

By touching a smart phone to an NFC-enabled item, such as a point-of-sale display, a bus stop ad or postcard, businesses can get their marketing messages into the hands of their customers reliably and efficiently. Another advantage is that consumers do not need to download an app to view content.

NFC technology is more than just a viable marketing tool; it can also streamline the payment process because of its inherent security. For the merchant, it is cost effective, provides better data privacy, and is compatible internationally.

Potential uses for NFC are practically limitless. Travelers can use it for check-in, baggage, boarding, luggage recovery, and in-flight purchases. Concert attendees or sports fans can buy tickets; shoppers can capture a coupon instantly for an immediate purchase, or take a break and buy a snack from a vending machine.

With NFC, you can create compelling campaigns that incorporate:

- **Security:** Pair an encrypted security code with an NFC-entry key for controlled access

- **eCommerce and Couponing:** Receive and redeem coupons immediately and pay instantly using your smartphone, as you would with your credit or debit cards

- **Information Delivery:** Capture transit schedules and maps; target information to a consumers geo-coordinates; deliver branding and coupons in just a few hundred milliseconds

- **Transactions:** Streamline purchase payment or check-in during travel just by waving your phone over NFC capable devices

- **Information Transfer:** Transfer data and images

- **Social Local Mobile:** Engage consumers immediately through targeted access

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About DG3 Digital Marketing

DG3 Digital Marketing, a business unit of DG3 Group, is a comprehensive provider of end-to-end web, mobile and social solutions. Utilizing a unique Target/Engage/Transact approach, we help our clients implement and execute marketing communication campaigns that reach more consumers using multiple mediums to create more interactions that ultimately drive more transactions. For more information visit www.dg3.com.

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