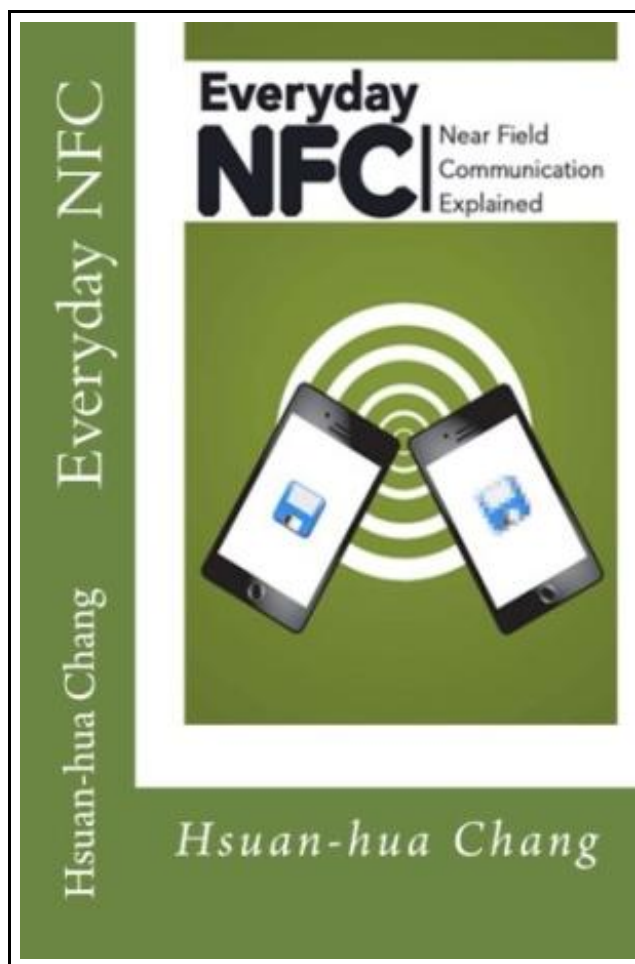


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Reviews

An extremely wonderful publication with lucid and perfect reasons. It typically will not expense too much. You are going to like the way the blogger compose this publication.

(Prof. Maya Hand)

EVERYDAY NFC: NEAR FIELD COMMUNICATION EXPLAINED



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Coach Seattle Incorporated, United States, 2013. Paperback. Book Condition: New. 200 x 130 mm. Language: English . Brand New Book ***** Print on Demand *****.Near Field Communication (NFC) is a contactless and wireless technology that can transfer data across a short distance. It provides a simple way to distribute, retrieve and exchange data with mobile devices. It is based on Radio Frequency Identification (RFID) technology. It is an innovative technology that has not yet been widely adopted. However, when consumers fully understand the benefits of using this technology, NFC will transform not only the marketing landscape, but also our everyday lives. Many business opportunities will be created in this process. This book is divided into five chapters: What is NFC?: A technological overview with examples and technical summaries How to Use NFC: Brief summaries that describe the use of NFC phones/tags/wallet and a technological overview of the two communication modes, three operating modes and NFC secure transactions Who are the NFC Players?: Summary of the NFC ecosystem and various standard groups Where is NFC Now?: Examples of use cases that demonstrate recent NFC applications in retail environment, gaming, media and advertising, furniture, electronic pairing and mobile payment. Why Use NFC?: A summary of the value of NFC technology and a comparison with other wireless connectivity technologies This book is written for people who are interested in learning about NFC and want to explore what is possible for this technology. This includes application (app) developers, business executives, entrepreneurs, innovators and consumers who adopt new technology. It may be especially useful for executives who are responsible for making decisions about NFC projects. For a quick general overview of the technology, see the introduction section of each chapter.



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