

# 3<sup>rd</sup> Global NFC Business & Technical Developers Summit

Touching the Future 2<sup>nd</sup> NFC Forum Global Competition Awards



Largest attended NFC industry event in Europe!

2,000 sq/m NFC Village Exhibition & Demonstration Floor

Business & Technical Conference Tracks

Pre-Conference Workshop Day

NFC Training by Forum Nokia

Affordable Sponsor Packages

Low Conference Registration Fees

Networking Business List

Exhibition Visitor Rate

Association Sponsor



**22/24 April 2009**

Grimaldi Forum Monaco

Why Pay More? WIMA = Guaranteed ROI

[www.wima-nfc.com](http://www.wima-nfc.com)

The WIMA 2009 3<sup>rd</sup> NFC Business & Technical Developers Summit will present the next phase of the most important industry event for the NFC community.

WIMA, a member of the NFC Forum, covers all aspects of the business and technical chain for both established players and newcomers to the technology with cutting edge conferences and a veritable networking market on the «NFC Village» exhibition and demonstration floor.

The past edition welcomed over 350 attendees and 40 sponsors from over 30 countries and hosted the hugely successful «Touching the Future» NFC Forum Competition finals and awards ceremony.

WIMA is dedicated to the outreach of NFC technology, which we make every effort to bring to a wider audience by making the event attainable to all industry sectors involved in the development of NFC or services providers using the

technology or interested in knowing more about it. Our pricing policy ensures that everyone from student developers to CEO decision makers from multi-national companies can participate, as each and everyone is an important element in the growth of the ecosystem.

**Don't miss being a part of this exciting event driving forward the evolution of NFC technology, its applications and services for business and the consumer.**

**WIMA NFC USE CASES** Event Access Control sponsored by SKIDATA, NFC enabled participant badges sponsored by NEXPERTS for Access Control and Business Card exchange, interactive Smartposters for further information on the Conference Programme, Exhibitors, Speakers and Special Events...

« WIMA is a very good event for participants from the NFC ecosystem to share current and future challenges and progress with the application developers »  
**Heikki Huomo, Vice President Market Sector NFC, NXP Semiconductors**



## Who will attend?

The NFC ecosystem is evolving fast and almost limitless. WIMA 2009 will be represented by even more industry sectors.

- Large & Multinational Companies
- SME's
- R&D Institutions
- Schools & Universities
- Industry Associations / Standards Organisations
- Government Bodies
- Business Solution Providers
- Service Providers
- Manufacturers
- Technical Application Developers
- System Integrators
- Test/Measurement/Qualification

## Media

WIMA welcomes international written, Internet and TV media. The Press Office offers journalists covering the event several services: registration, hotel reservations, transfers between Nice airport and the Grimaldi Forum, press room...

Contact for more details:  
 Carole Mandorlo  
 c.mandorlo@wima.mc



## PARTICIPANT PROFILES

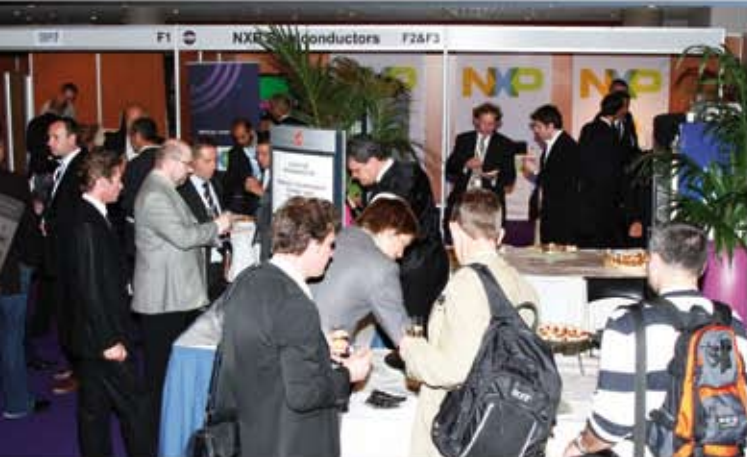
CEO - CTO - COO - CMO - VP - Managing Director - Executive Director - Financial Director - Sales & Marketing - Communications - Business Development - Product Marketing - Project Manager - Analyst - Researcher - Scientist - Innovation - Standards Expert - Device Developer - IT Developer - Software Architect - System Developer - Senior Engineer...



## Programme Committee

Presentations & workshops presented in the WIMA 2009 Conference Programme will be selected by :

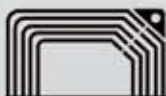
**Michael Elliott** *Managing Director, Over-C*  
**Heikki Huomo** *Vice President Market Sector NFC, NXP Semiconductors*  
**Christian Lührs** *Managing Director, Stollmann E&V*  
**Joanna Merchie** *Event Manager, WIMA*  
**Serge Miranda** *Professor, University Nice Sophia Antipolis*  
**Gerhard Romen** *Head of NFC Market Development, Nokia / Vice Chairman, NFC Forum*



## NFC Village

The WIMA 2009 "NFC Village" Exhibition & Demonstration Floor will present over 2,000 sq/m of applications, products & services.

The ready built stands proposed in the packages have been designed with facility in mind and are delivered fully furnished including logistic assistance for the duration of the event. Stand implementation offers each exhibitor the maximum visibility for participant passage.



## 1<sup>st</sup> NFC Project in Monaco: «NFC Parcours Princesse Grace»

Officially launched by H.S.H. Prince Albert II of Monaco during WIMA 2008 and in partnership with the Monaco Government Tourist and Convention Authority, Nokia and NXP Semiconductors, an experimental project was launched deploying Near Field Communication technology along the Parcours Princesse Grace (an itinerary created in honour of the late Princess in 2007 consisting of 25 stages and commemorating her most representative actions). With this project, Nokia 6131 NFC mobile phone users simply «touch» contact points of NXP Semiconductor tags incorporating MIFARE technology on each stage of the itinerary placed on points of interest in Monaco, to receive information about the site and guidance on how to arrive at the next stage, creating a complete new experience.

NFC technology will enable Monaco to go forward and promote responsible tourism by reducing the number of paper-printed brochures used, whilst providing users with interactive and real-time information by the simplicity of "touch".

The policy of the Monaco Government, which is supported by H.S.H. Prince Albert II, is to develop new technology within the principality and is looking to establish itself very quickly as an NFC country with further projects planned in the near future.



# CONFERENCES

Top industry experts and academics will present a highly focused cutting edge conference summit. Parallel business and technical tracks, animated panel discussions and specialised technical workshops will address key issues for both established players and newcomers to the technology from the evolving ecosystem.

- The **Business Track** will present how the technology is working for business today and moving towards the rollout of NFC for the mass market.
- The **Technical Track** will present how to develop applications, integrate the technology into devices, programme tags and much more including a Pre-Conference workshop with an overview on what you need to know to get started.



## NFC Developer Training by Forum Nokia

This session will explore Near Field Communication (NFC) in terms of application architecture, security options, tools, and implementation choices, including dos and don'ts. It will combine presentation, questions and answers, and hands-on programming. First, you'll get a sound overview on and insights into aspects of developing NFC applications on mobile devices. Next, you'll take part in an in-depth technical experience, including a section with hands-on programming à la «Hello World for NFC.»



# REGISTRATION

## 20% DISCOUNT ON PROFESSIONAL CONFERENCE REGISTRATION PACKAGES BEFORE March 1<sup>st</sup> 2009

Register at [www.wima-nfc.com](http://www.wima-nfc.com)

(All prices are excluding VAT @ 19,6%)

### EXHIBITION VISITOR PASS

Access to Exhibition Floor and Coffee Breaks (*this offer is valid for one or two days attendance*)

**23 / 24 April** **49 €**

> Before March 1<sup>st</sup> 2009

### ■ PRE-CONFERENCE WORKSHOP (*only*)

Access to Pre-Conference workshop, Lunch & Coffee Break

**22 April** **149 €**

### ■ FULL ACCESS BUSINESS & TECHNICAL TRACK PASS

Access to Exhibition Floor, all Conferences & Speaker Presentations, Lunch, Coffee Breaks, Cocktail, Networking Contact List, Free WiFi

**1 day** (23 or 24 April) **429 €**

+ Pre-Conference Workshop **529 €**

**2 days** (23 & 24 April) **629 €**

+ Pre-Conference Workshop **729 €**

### ■ FULL ACCESS BUSINESS & TECHNICAL TRACK PASS

(Includes 20 % discount for NFC Forum & industry association members)

Access to Exhibition Floor, all Conferences & Speaker Presentations, Lunch, Coffee Breaks, Cocktail, Networking Contact List, Free WiFi

**1 day** (23 or 24 April) **359 €**

+ Pre-Conference Workshop **459 €**

**2 days** (23 & 24 April) **509 €**

+ Pre-Conference Workshop **609 €**

### ■ TECHNICAL TRACK PASS

Access to Exhibition Floor, Technical Track Conferences & Technical Speaker Presentations, Lunch, Coffee Breaks, Cocktail, Networking Contact List, Free WiFi

**1 day** (23 or 24 April) **219 €**

+ Pre-Conference Workshop **319 €**

**2 days** (23 & 24 April) **359 €**

+ Pre-Conference Workshop **459 €**

### ■ STUDENT PASS

Access to Exhibition Floor, Conferences & Workshops, Speaker Presentations, Coffee Breaks & Cocktail

**1 day** **59 €**

**2 days** **79 €**

**3 days** **99 €**

## Contacts

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## NFC FOR DEVELOPERS

NFC technology will be integrated into a broad variety of devices:

- Mobile Phones
- PCs
- Consumer Electronics
- Gateways
- Professional devices such as scanners, kiosk systems, access systems etc.

As a developer you will find information on all of these platforms at WIMA in the presentations and on the exhibition floor. Don't miss the technical workshops where in-depth information will be provided by experts from the companies developing the building blocks for NFC.

## SPONSOR PACKAGES

### EARLY BIRD !

**10% DISCOUNT ON SPONSOR PACKAGES BEFORE 31 DECEMBER 2008**

*(Please visit our website for more information)*

Prices excluding VAT @ 19,6%

■ **GOLD NFC VILLAGE PACKAGE**  
10,000 Euros

■ **SILVER NFC VILLAGE PACKAGE**  
6,500 Euros

■ **NFC VILLAGE STAND PACKAGE 1**  
(9 sq/m) 3,500 Euros

■ **NFC VILLAGE STAND PACKAGE 2**  
(6 sq/m) 3,000 Euros

■ **WELCOME BUFFET COCKTAIL SPONSOR**  
5,000 Euros

■ **LUNCH SPONSOR**  
From 6,000 Euros

■ **COFFEE BREAK SPONSOR**  
From 3,500 Euros (2 x breaks)

■ **PRIVATE MEETING ROOMS**  
From 1,000 Euros (2 day purchase)

WIMA is held in the attractive and prestigious environment of Monaco at the state of the art conference centre the Grimaldi Forum. To help you enjoy your stay with us our organisation propose:

- **Negotiated rooms** at selected hotels in the Principality ranging from basic to luxury accommodation from under 60 Euros to 200 Euros a night
- **Dining** for all tastes and budgets with concessions in several local restaurants offered to participants
- **Nice Cote d'Azur is just 20 km from Monaco** and is easily accessed by road (an hourly coach service, taxi, car hire) or helicopter...