

Wise Media launches the NFC Academy

Abu Dhabi to host the first international event in the Middle East entirely devoted to Near Field Communication and its applications on February 16. NFC Academy conferences in Paris and Milan to follow later in the year.

January 26, 2009 – Responding to the rapid growth of Near Field Communication (NFC) technology, Wise Media announces today the formation of the NFC Academy, the global networking platform for the stakeholders involved in the development and deployment of NFC-based solutions.

The NFC Academy (www.nfcacademy.com) is a year-long initiative that will go live in 2009 with a series of events featuring both a conference and a technology village. The 2009 calendar of NFC Academy conferences is:

- Abu Dhabi, February 16 at the Beach Rotana Hotel
The NFC Academy Conference in Abu Dhabi takes place alongside the Citizen ID Forum (www.citizen-id.com) and is the first dedicated event in the Middle East and the first meeting of the NFC Academy Advisory Board.
- Paris, May 29 at the Hyatt Regency Paris-Charles de Gaulle
The second NFC Academy Conference takes place alongside the Transportation Security Forum (www.transportation-security-forum.com), and will have a particular emphasis on successful deployments and profitable and sustainable business models.
- Milan, November 4-5 at the Milanofiori Congress Center
The final NFC Academy appointment of 2009 will be hosted at the 8th ID WORLD International Congress (www.idworldonline.com), and features a two-day exhibition as well as additional networking activities.

“Abu Dhabi will host the official launch of the NFC Academy on February 16,” says Sophie B. de la Giroday, President of Wise Media. “The NFC Academy Conference is the first international event in the Middle East devoted to the topic of NFC technology and its wide-ranging applications. This conference takes place during the Citizen ID Forum 2009 on February 15-16 under the patronage of H. H. Sheik Saif bin Zayed Al Nahyan, Minister of Interior of the UAE, and with the endorsement of the European Commission. The NFC Academy Conference welcomes representatives of the Banking, Hospitality, Telecom and Transportation industries.”

Throughout the year, the NFC Academy will gather researchers, pioneer developers and advanced practitioners in the areas of mobile applications, short-range communication and contactless security to educate the market and foster the adoption of NFC technology. Each event will host a conference and live demonstrations that promote an open exchange of ideas on the deployment and growth of NFC technology in the field of contactless applications – including access control, ticketing and mobile payments.

The NFC Academy will provide an opportunity for high-caliber, interactive networking, supported by activities and panel discussions on important topics. A selection of experts will moderate each key subject on the agenda, followed by moments for one-on-one push and pull discussions.

A Technology Village will exhibit what some of the leading NFC technology suppliers are currently offering in terms of stable, established solutions for the creation of future intelligent environments, mobile payment applications and advanced information systems. Live demonstrations of NFC technology will showcase real-world applications, ideal use of current payment technologies and new ways to integrate NFC technologies in existing applications.

To receive further information, participate in the call for papers, register as attendees, sponsors or exhibitors, please contact the NFC Academy Organizers' Office: info@nfcacademy.com or call +39 02 8903 4123.



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About NFC Academy

The NFC Academy is a high-end technology congress focusing on the topic of Near Field Communication (NFC) and its applications. Its mission is to bring together researchers, pioneer developers and advanced practitioners in the areas of mobile applications, short-range communication and contactless security to educate the market and foster the adoption of NFC technology. The 2009 calendar of the NFC Academy conferences is: Abu Dhabi on February 16 at the Beach Rotana Hotel, Paris on May 29 at the Hyatt Regency Paris-Charles de Gaulle, and Milan on November 4-5 at the Milanofiori Congress Center.

The aim of this series of appointments is to provide an opportunity for high-caliber networking and sharing of top-level knowledge on state-of-the-art NFC technology deployments in advanced contactless applications such as access control, ticketing and mobile payments – both at a conference level and with live demonstrations of the technology.

For further information visit: www.nfcacademy.com

About ID WORLD International Congress

The ID WORLD International Congress, organized by Wise Media, is the annual world summit on automatic identification. It is the most comprehensive showcase of RFID, biometrics and smart card technologies, and is the only international forum that looks at the auto ID industry as a whole, rather than focusing on a specific technology or vertical sector.

The eighth ID WORLD International Congress will take place in Milan at the Milanofiori Congress Center on November 3-5, 2009, and explore the fundamental issues associated with automatic identification in a variety of market segments via three cornerstone initiatives: the Conference, the Exhibition and the Exchange.

For further information visit: www.idworldonline.com

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