

NFC Academy Conference separates hype from reality at Paris event

Milan, June 10, 2009 – Passionate debate and strong opinions from both advocates and challengers of near field communications, set the tone of another successful NFC Academy Conference, which met for the second time this year in Paris on May 29 and focused on the world of transportation.

The Paris event had a strong emphasis on mobile ticketing, fare collection as well as next generation technologies and standards in NFC. An excellent audience mix of end users and exponents of NFC, shared experiences from NFC pilots in mobile ticketing and intelligent transport systems, in order to separate the hype from reality and stimulate debate on key issues and opportunities for NFC in transport, mobile commerce, security and identification.

The NFC Academy is a year long initiative, set up by Wise Media, to explore and discuss successful deployments, as well as profitable and sustainable business models for near field communications. It went live in 2009 with a series of events featuring both a conference and a technology village. Its inaugural meeting was held in Abu Dhabi in February and was held as the first dedicated event ever in the Middle East under the patronage of the Minister of the Interior of the UAE, H.H. Major General Sheik Saif bin Al Nahyan.

The three-day NFC Academy Conference held in Milan on November 3 – 5 will be the cardinal appointment in the 2009 calendar of NFC Academy events. It will be hosted at the 8th ID WORLD International Congress at the Milanofiori Congress Center and features the three-day conference and a two-day exhibition as well as focused networking activities.

“The NFC Academy Conference aims to foster a more analytical approach, while illustrating the outstanding innovative potential brought by NFC to its very diverse fields of application, and show how this can benefit the different stakeholders involved – and to what extent,” says Sophie B. de la Giroday, President of Wise Media.

“Our event in Paris proved once more the immense attraction of the NFC Academy’s proposition to have end users debate the pros and cons of NFC in a highly qualified forum of experts. In Milan we will build on this and continue the valuable discussions we started in Abu Dhabi and Paris, on the occasion of our cardinal event of 2009, the NFC Academy Conference and Exhibition.”

At the NFC Academy Conference and Exhibition, the NFC community will gather to cover key issues and applications of the technology surrounding ID documents, access control, smart ticketing and payment systems.

Mobile content and commerce, anti-counterfeiting and social networking are other areas of interest to the community, which will be addressed by both the NFC Academy Advisory board and all participants at the event.

To receive further information about the NFC Academy Conference and Exhibition taking place in Milan n November 3,4 and 5 2009, participate in the call for papers or register as an attendee, sponsor or exhibitor, please contact the NFC Academy Organizers’ Office: info@nfcacademy.com or call +39 02 8903 4123. For further general information, please visit www.nfcacademy.com

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 3, 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. ID WORLD 2009 will also host the Transportation Security Forum, the Citizens Identity Forum and the Asset Tracking Forum. 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