

Near field communications taken to new levels at NFC Academy Conference & Exhibition

High profile representation from the NFC community from across the globe at the NFC Academy Conference & Exhibition

Milan, November 16, 2009

Early adopters and CEOs of the most NFC savvy companies worldwide, gathered in Milan from November 3 – 5 at the NFC Academy Conference & Exhibition to facilitate new discussion and progress in the sphere of near field communications.

Over all three days, 40 speakers at the NFC Academy Conference addressed 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 were other areas which prompted lively discussion and debate from both the NFC Academy Advisory board and all participants at the event, which included pioneers of projects taking off in Europe, Asia Pacific, America, the Middle East and Africa.

“The active role played by all participants, even in times of economic downturn, where there may be a stronger natural selection of technological innovations, demonstrated a clear case to ensure ongoing investment in the implementation of near field communications,” says Sophie B.de la Giroday, President of Wise Media.

Suvi Lindén, Finnish Minister of Communications opened the cardinal session NFC Vision 2020, and highlighted NFC’s important role as one of the key contributors to social development and its role in creating new business growth and competitiveness.

“I very much enjoyed the conference. It was exciting to hear about NFC and other new technologies and I will be following with great interest, how things develop in this sector.” said Suvi Lindén.

The NFC Academy Conference & Exhibition took place in parallel to the ID WORLD International Congress, the leading global thought-leadership symposium on automatic identification, which saw an increase in global reach and a 10 percent increase in attendance on last year, with 72 leading CEOs from the ID Revolution Community sharing their vision.

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Comments on NFC Academy Conference & Exhibition 2009

Suvi Lindén, Minister of Communications, Finland

"I very much enjoyed the conference. It was exciting to hear about NFC and other new technologies. Above all, I really had plenty of time to concentrate on the subjects as well. I will be following with a great interest how things develop in the sector."

Remy de Tonnac, CEO, Inside Contactless

"The NFC Academy Conference of the ID WORLD 2009 was a very rich event. The quality and level of speakers were outstanding, the overall event was superbly organized and we had plenty of opportunities to network with the attendance. I certainly recommend ID world to both newcomers and established players in the industry."

Chua Thian Yee, CEO, CASSIS International

"The conference has gathered most of the NFC pioneers into a room with lively discussions. It is the birth of a key NFC industry gathering."

Michael Hegenbarth, Senior Director Standardization, Bundesdruckerei

"My frank attitude is indeed to do my best to assist your team in having much success with your initiative regarding the distribution of current, competent and important information regarding NFC. That had been missing and Wise Media has filled that lack. I am absolutely convinced in your initiative and will support it as much as I can."

Bodo Ischebeck, CEO, Arygon Technologies

"This is a premium networking event with high level speakers and delegates, for fruitful discussions."

Naohisa Ichihara, Manager, Development Centre, NTT Data Corporation

"The NFC Academy 2009 was a great opportunity for us to have a high-level discussion with leading companies and pioneers, addressing various issues surrounding NFC business, eco-system and future outlooks from trial cases to practical experiences."

About NFC Academy Conference & Exhibition

The NFC Academy Conference & Exhibition 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. In 2010, the NFC Academy Conference & Exhibition will take place in Milan on November 16-18, 2010.

For further information visit: www.nfcacademy.com

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About ID WORLD International Congress

The ID WORLD International Congress is the world's leading thought-leadership symposium on automatic identification. Endorsed by the European Commission, the Presidency of the Council of Ministers and the Ministry of Interior of Italy, ID WORLD is the most comprehensive event on the evolving world of RFID, biometrics, smart cards, data collection, identity management and identification technologies and applications in general. ID WORLD boasts an incredibly successful track record: founded as a round table on the topic of automatic identification in 2002, today the annual event attracts the most important players of the ID community at the industry, end-user and government levels worldwide. The ninth ID WORLD International Congress will open its doors in Milan on November 16-18, 2010.

For further information, please visit www.idworldonline.com.

Media Contact:

Pier Costa

pier.costa@wisemedia.com

Event Director:

Federico Faleschini

federico.faleschini@wisemedia.com

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ID WORLD International Congress organized by Wise Media S.p.A.
Via R. Lepetit, 4 - 20124 Milano - Italy
Tel: +39 02 89034112 Fax: +39 02 6738 8322
www.idworldonline.com