

## Inaugural NFC Academy Meeting 2010 advances vision in Istanbul

**Milan, April 9, 2010** - Leading lights in the NFC revolution met in Istanbul at the Inaugural NFC Academy Meeting 2010, to evaluate the latest advances in the most disruptive technology to hit the ID and security industry in recent years.

Members of the NFC Academy Advisory Board convened with end-users and pioneering adopters of the technology, including representative from the banking, telecoms, transport and postal sectors, to explore the tangible potential of near field communications and take it up a level for the broader community of experts and end-users of advanced security and wireless technologies and methodologies.

The meeting drew on the expertise and innovative visions of Chua Thian Yee, CEO of Cassis International, Sertaç Özinal, CEO of BKM Interbank Card Center of Turkey, Michael Hegenbarth, Senior Director Standardization and Consulting, Bundesdruckerei, Pelin Kabalak, Executive VP, BKM Interbank, Mehmet Selçuk Ergin, CEO of Chromesoft, Nuri Temur, Advisory to Prime Minister, Turkish Government, Richard Wishart, Managing Director, Delivery Management, Fausto Bolognini, CEO, Quercia Software, Ali Salci, P&S Management Finance Division Head, Turkcell, Feza Tarhan, Business Development Director and BKM İlker Mat, Senior Manager, Value Partners - all of whom fully support the NFC Academy's drive to bring the technology to life beyond the pilot stage. The intention is to develop and showcase a series of all new NFC Academy Demos to go live at NFC Academy events during 2010.

"Through the collective knowledge of our meeting attendees and the support of our Advisory Board members, we aim to develop a series of concepts expressing the vision of the NFC revolution, evaluate their feasibility and scout for the players who can help us bring them to life as NFC Academy Demos," says Sophie B. de la Giroday, President of Wise Media, the force behind the initiative.

"We have now assessed a series of concepts developed by the NFC Academy and to be evaluated by NFC Academy Partners for the creation of demo which will be showcased as part of our all new initiative, **NFC Academy LIVE!** These demos are the next step to help us create a bridge between the advocates of NFC and the pioneering adopters of advanced technologies and solutions in identification, whom we have worked with over 10 years on the occasion of ID WORLD events."

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The first event of the year, NFC Academy Conference Abu Dhabi, opens its doors for the second time in the capital of the United Arab Emirates on May 3-4, under the patronage of the UAE Deputy Prime Minister and Minister of the Interior, H.H. Sheik Saif Bin Zayed Al Nahyan, and is endorsed by the European Commission, the UAE Ministry of the Interior and Abu Dhabi Police. Suvi Lindén, the Finnish Minister of Communications will participate in a key government session in the NFC Academy Conference in Abu Dhabi.

The cardinal event of the year, the NFC Academy Conference & Exhibition, takes place in Milan on November 16-18, 2010 and will feature a three-day conference and two-day exhibition.

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#### About NFC Academy

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. In 2010, NFC Academy Conferences will take place in Abu Dhabi on May 3-4 and at the NFC Academy Conference & Exhibition in Milan on November 16-18.

For further information visit: [www.nfcacademy.com](http://www.nfcacademy.com)

#### About ID WORLD Abu Dhabi

ID WORLD Abu Dhabi 2010 - the annual EMEA Summit on security and mobility, takes place in Abu Dhabi on May 3-4 under the patronage of UAE Deputy Prime Minister and Minister of Interior, H.H. Sheik Saif bin Zayed Al Nahyan and is endorsed by the European Commission, Emirates Identity Authority and Abu Dhabi Police. ID WORLD Abu Dhabi will host the *Citizen ID Forum*, ([www.citizen-id.com](http://www.citizen-id.com)) which already took place in Abu Dhabi in 2008 and 2009, as well as the *Transportation Security Forum* ([www.transportation-security-forum.com](http://www.transportation-security-forum.com)) and the *Asset Tracking Forum* ([www.asset-tracking-forum.com](http://www.asset-tracking-forum.com)) that in the last four years, took place as separate events in Berlin, Rome, Vienna, Istanbul, Milan, Amsterdam, and Paris.

ID WORLD Abu Dhabi will also include two special initiatives, the inaugural *Postal Innovation Conference* ([www.postalinnovation.com](http://www.postalinnovation.com)) and the *NFC Academy Conference* ([www.nfcacademy.com](http://www.nfcacademy.com)). Postal Innovation is the world's first forward thinking high-end technology congress offering a showcase of the most advanced technologies and applications aimed at improving postal and express shipping services. The NFC Academy Conference, established as a premier high-end technology initiative focusing on near field communication and its applications, returns to the region after its high profile launch in Abu Dhabi in February 2009. Full information can be found on [www.idworldabudhabi.com](http://www.idworldabudhabi.com)

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