



Everyday Nfc: Near Field Communication Explained

By Hsuan-Hua Chang

Coach Seattle Incorporated, United States, 2013. Paperback. Book Condition: New. 200 x 130 mm. Language: English . Brand New Book ***** Print on Demand *****.Near Field Communication (NFC) is a contactless and wireless technology that can transfer data across a short distance. It provides a simple way to distribute, retrieve and exchange data with mobile devices. It is based on Radio Frequency Identification (RFID) technology. It is an innovative technology that has not yet been widely adopted. However, when consumers fully understand the benefits of using this technology, NFC will transform not only the marketing landscape, but also our everyday lives. Many business opportunities will be created in this process. This book is divided into five chapters: What is NFC?: A technological overview with examples and technical summaries How to Use NFC: Brief summaries that describe the use of NFC phones/tags/wallet and a technological overview of the two communication modes, three operating modes and NFC secure transactions Who are the NFC Players?: Summary of the NFC ecosystem and various standard groups Where is NFC Now?: Examples of use cases that demonstrate recent NFC applications in retail environment, gaming, media and advertising, furniture, electronic pairing and mobile payment. Why Use NFC?:...



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