

# Bluetooth, BlueNFC & NFC: What steps for a Massive deployment of contactless mobile services ?

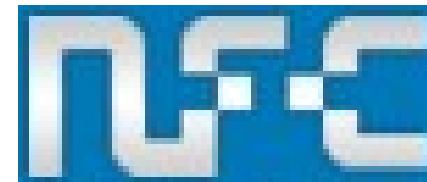
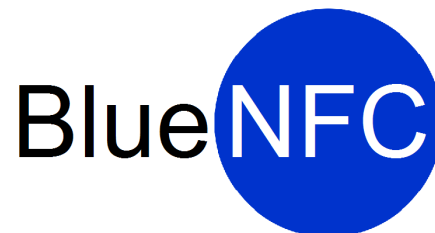
Bluetooth, BlueNFC & NFC: Quelles étapes pour un déploiement massif de services mobiles sans contact ?



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## CARTES & IDentification 2009

C07 - MOBILE MONEY SERVICES: Wednesday, 18<sup>th</sup> of november 2009 - 14:30-15:00



# Wireless Technologies

Wireless Technologies (2008 worldwide):

#1 GSM

3 B

<http://www.gsmworld.com> / Informa

#2 **Bluetooth**

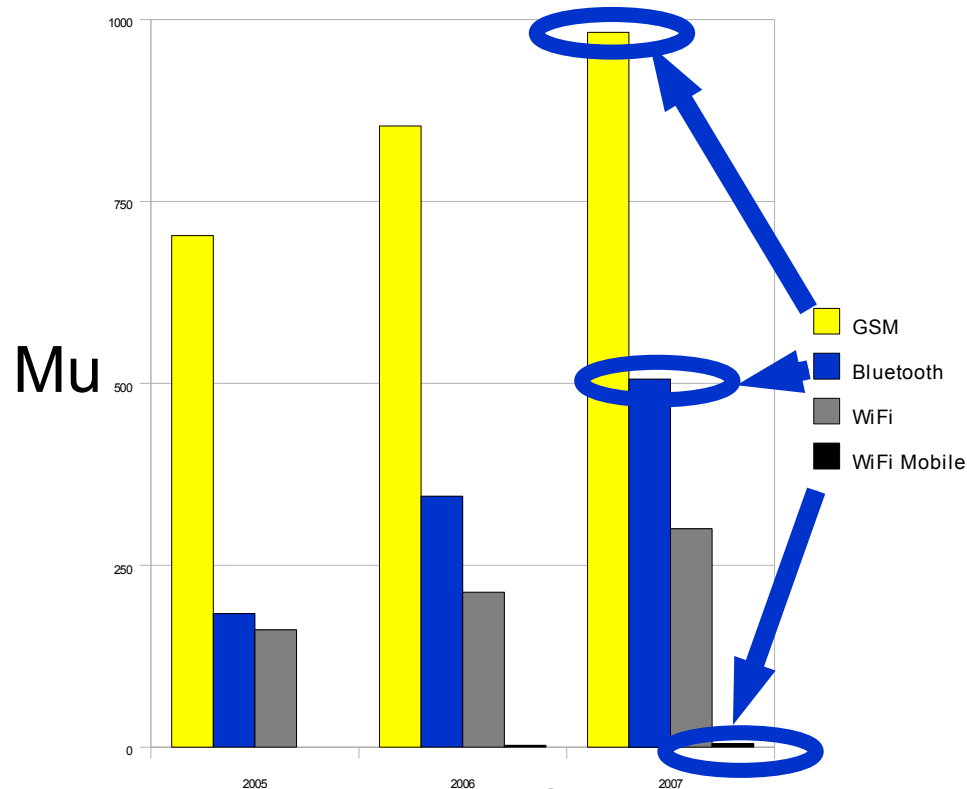
**2 B**

<http://www.bluetooth.com> / ABI Research

#3 WiFi

0.8 B

<http://www.wi-fi.org> / In-Stat



Sources: Gartner, Wireless Intelligence, In-Stat

# Bluetooth Mobiles Worldwide

Estimated in use Bluetooth Mobiles



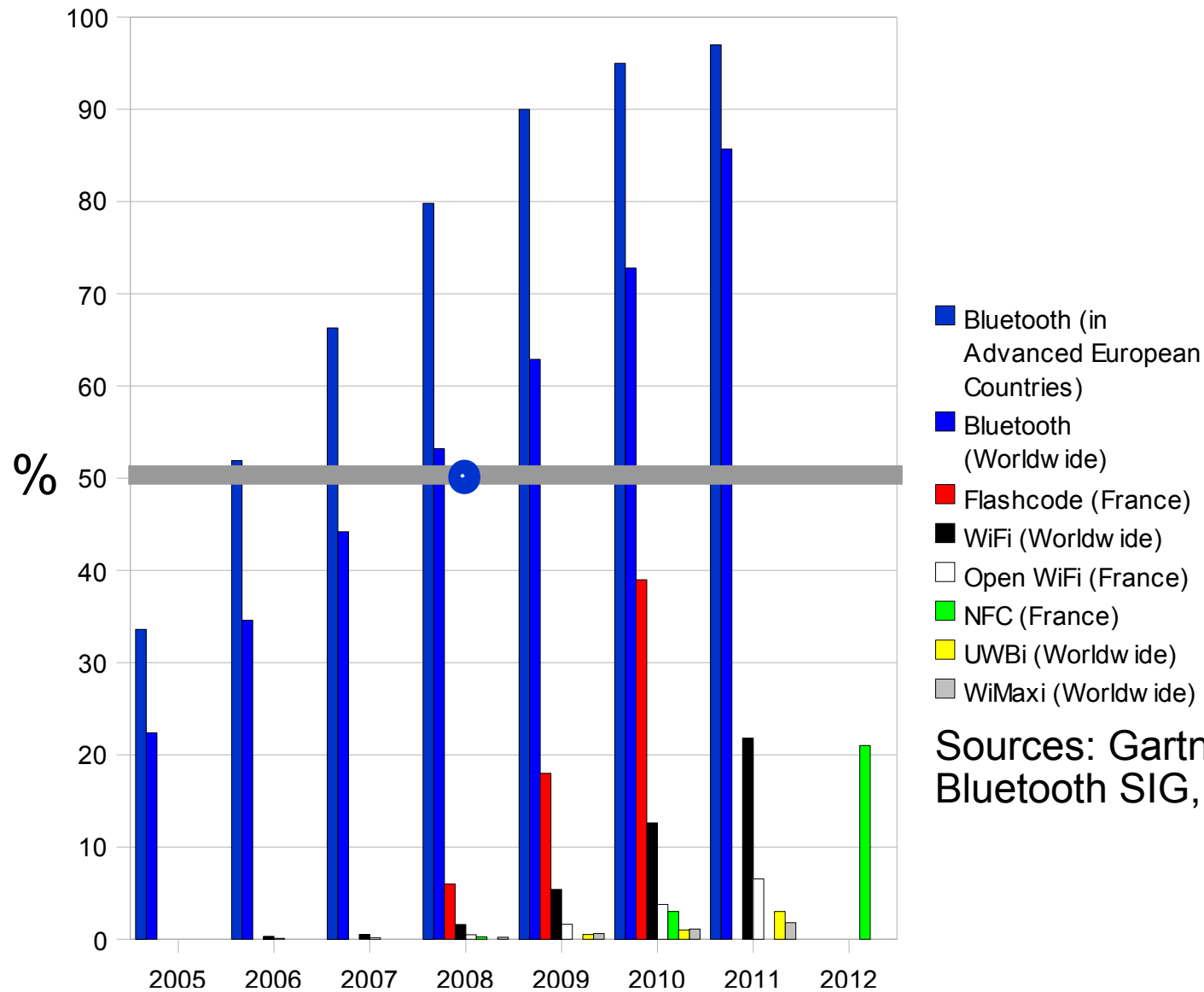
**US: ~20%**

**Europe: ~60%**  
(Africa: < 10%)

**Asia: ~20%**  
(Japan: < 10%)

Source: MobiNear estimates after discussions with Bluetooth SIG

# Bluetooth on Mobile



Sources: Gartner, ABI, AFMM, Bluetooth SIG, MobiNear estimations

# NFC success story in Japan

- July 2004: Launch by NTT DoCoMo **In Europe: Vodafone ?**
- i-mode FeliCa: a technology from FeliCa Networks (Sony + NTT DoCoMo) **In Europe: Orange + Thomson ?  
Who will pay for the + \$5 phone BOM ?**
- NTT DoCoMo invested more than 10B yens (73,6 millions euros) in the readers subsidies. **In Europe: Vodafone to pay for readers ?**
- Apr. 05: 34% of Mitsui Sumitomo Card (Mitsui Sumitomo Bank) stakes hold by NTT DoCoMo. **In Europe: Orange to buy a stake in BNP ?**  
In 2006, SMBC was the #3 largest bank in Japan and the 8th largest bank in the world.
- Nov. 05: Launch of Mobile credit card platform "iD"
- 2005: Partnerships with retail, bank, transport, ...
- 2006: Equipment of the Japanese convinis (small convenience stores), restaurants, taxis
- Jan. 2006: 10 millions of i-mode FeliCa sold.
- 2008: Coca Cola (C-mode2) 20 000 vending machines forecasted

Source: from a Jap'Presse presentation on NFC at MobileMonday



# Why BlueNFC ?

Use Bluetooth to pave the way to NFC usages

Advantages:

- > 50% of Mobiles compatible the day of launch
- Gain 7 years on the market  
(NFC: 20% in 2012; Bluetooth: 20% in 2005)
- Low cost (Bluetooth volumes)

# MobiNear BlueNFC



**Simple Operation**

**Secured Connection**

**Efficient Transfer**

# Technologies Comparaison

	Bluetooth	BlueNFC	NFC
Network Type	Point-to-multipoint	Point-to-multipoint	Point-to-point
Range	10m	< 0.1m – 10m & Programmable	< 0.2m
Speed	721 kbit/s <b>3 Mbps</b>	721 kbit/s <b>3 Mbps</b>	424 kbit/s
Set-up time	6 s	<b>Typ.: 3 s</b> 1-6 s	< 0.1 s
Compatible with RFID	No	No	Yes
Zero Click	No	<b>Yes with Software</b>	Yes with Software
Security	No	<b>Yes with Software &amp; SIM</b>	Yes with Software & SIM

Source: [http://en.wikipedia.org/wiki/Near\\_Field\\_Communication](http://en.wikipedia.org/wiki/Near_Field_Communication)





# Applications

- Shopping:  
loyalty card, in store micro-payment
- Outdoor advertising:  
couponing, promotion (trailers), informations,  
URL, dial-up
- Transports (Airport: read in ~3 seconds):  
buy, store, validate tickets
- Government Services:  
informations

# Usages BlueNFC

Applications	Energy	BlueNFC	Remarks	Best Solution
Transport / Fast (e.g. Tube)	Reader	No	Read Time 3s Typ.	NFC
Transport / Slow (e.g. Plane)	Reader	Yes		BlueNFC
Payment	Reader	Yes		BlueNFC with Software & SIM
Physical Access Control	Reader	Yes		BlueNFC with Software & SIM
Network / PC Access Control	Reader	Yes		BlueNFC with Software & SIM
PayTV / VoD Access Control	Reader	Yes		BlueNFC with Software & SIM
Ticketing	Mobile !	Yes	BlueNFC & Flashcode	BlueNFC & Flashcode
Ticketing via URL	Reader	Yes	BlueNFC & Flashcode	BlueNFC & Flashcode
RFID	Mobile !	No	Compatible RFID: No	NFC
Loyalty	Reader	Yes		BlueNFC
Couponing	Reader	Yes		BlueNFC
Information	Reader	Yes		BlueNFC
Security Check Points Control	Reader	Yes		BlueNFC
Easy Bluetooth Pairing	Reader	Yes		BlueNFC
Advertising	Reader	Yes	Compatible A/V Multimedia: Yes	BlueNFC



# BlueNFC Mobile Application

- Multi-Operator Solution
- Multi OEM (i.e. phone manufacturers) Solution
- Multi-Languages Solution
- Multi-Services Solution

**Thank you for your attention.  
Any Question ?**

**MobiNear**

The logo for MobiNear features the word "Mobi" in a bold, black, sans-serif font, followed by "Near" in a white, sans-serif font. The "Near" is set against a solid blue circular background that overlaps the end of the "Mobi" text.

**Discover the Digital World around you**

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BlueNFC

MobiNear