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**NFC Forum Global Competition Issues Call for Entries -
Awards Ceremony to be Held at WIMA in Monaco, April 23, 2009**

Sponsorship Opportunities Open; Cash Prizes for Winning Entries

WAKEFIELD, Mass., USA – November 3, 2008 -- The NFC Forum (www.nfc-forum.org), a non-profit industry association that advances the use of Near Field Communication (NFC) technology, today announced a call for entries for its NFC Forum Global Competition: www.nfc-forum.org/competition. In the competition, developers in a commercial track compete for the honor of having their solutions named "The Best NFC Product of the Year 2009," while a research track recognizes "The Most Innovative NFC Research Project of the Year 2009." The competition's goal is to promote the development and deployment of innovative and exemplary NFC services.

For both commercial and research developers, the NFC Forum Global Competition is more than just an opportunity to win an award. Finalists and winners may look forward to global media coverage, increased awareness among attending industry leaders and venture capitalists, and opportunities to forge partnerships and share ideas. Winners of each track will receive cash prizes to be announced.

"Many people are familiar with the use of NFC technology for transit fare and point-of-sale purchases, but last year's competition revealed a wonderfully broad array of emerging NFC applications, from hospitality to healthcare," said Gerhard Romen, vice chairman of the NFC Forum. "The NFC Forum Global Competition has become the focal point for top innovators around the world to share their ideas and create new business models."

The Commercial Track is for business ideas that address a specific market, business or consumer need or want. To enter, teams must submit a business case document of no more than 3,000 words and a prototype or commercial product. Commercial entries are evaluated on commercial viability and how successfully and innovatively they meet the identified need using NFC technology.

The Research Track is open to the academic community, including university student teams and research institutions. Research track submissions require an explanatory abstract of no more than

3,000 words that identifies the challenge addressed and outlines the approach taken. Prototypes are preferred and multimedia presentations are welcome; entries must not have been piloted previously. Research entries are judged on quality of design and their creative and innovative use of NFC technology.

The Judging Committee evaluates each entry, and 20 finalists will be announced on March 16, 2009. Each team of finalists will deliver a presentation and live demonstration at the WIMA NFC Developers Summit (www.wima-nfc.com) on April 23, 2009. Following these events, the jury, composed of senior and recognized professionals and experts from academia and sponsoring companies, will vote to select first-, second- and third-place winners for each track.

The competition's Organizing Committee is now accepting entries; all final proposals must be received by January 30, 2009. Fees per entry are €350 for non-NFC Forum members and €200 for members. Students and research institutions may enter for €50. Entry forms and competition details are available now from www.nfc-forum.org/competition.

Attendees of Cartes 2008 in Paris this week may learn more about the competition by visiting the NFC Zone, Booth 4 Q104. For further details or questions about competition rules and entries, write to: competition@nfc-forum.org.

WIMA is a Platinum sponsor of the competition. The Competition's Organizing Committee is now accepting additional sponsors at sponsorship@nfc-forum.org. Platinum sponsorship is €7500, Gold sponsorship is €5000 and Silver sponsorship is €2500.

Sponsorship of the NFC Global Competition offers an array of benefits to participating organizations. Sponsors receive prominent co-branding on all competition marketing materials and signage, and also have the opportunity to judge the entries and help select the winners. Each sponsor shares in the media attention generated by the competition, and strengthens its perception in the marketplace as a company at the forefront of one of today's fastest-growing consumer technologies.

About Near Field Communication Technology

Near Field Communication (NFC) is a standards-based, short-range wireless connectivity technology that enables simple and safe two-way interactions between electronic devices. NFC technology allows consumers to perform contactless transactions, access digital content and connect devices with the simplicity of a single touch.

Near Field Communication (NFC) technology provides global interoperability of contactless identification and interconnection technologies. NFC operates in the 13.56 MHz frequency range, over a typical distance of a few centimeters. The underlying layers of NFC technology are based on ISO, ECMA, and ETSI standards. NFC technology is supported by the world's leading communication device manufacturers, semiconductor producers, network operators, IT and services companies, and financial services organizations. NFC is compatible with hundreds of millions of contactless cards and readers already deployed worldwide.

About the NFC Forum

The NFC Forum, www.nfc-forum.org, was launched as a non-profit industry association in 2004 by leading mobile communications, semiconductor and consumer electronics companies. The Forum's mission is to advance the use of Near Field Communication technology by developing specifications, ensuring interoperability among devices and services, and educating the market about NFC technology. The Forum's 150 global member companies currently are developing specifications for a modular NFC device architecture, and protocols for interoperable data exchange and device-independent service delivery, device discovery, and device capability.

The NFC Forum's Sponsor members, which hold seats on the Board of Directors, include leading players in key industries around the world. The Sponsor members are: HP, MasterCard Worldwide, Microsoft Corp., NEC, Nokia, NTT DOCOMO, Inc., NXP Semiconductors, Panasonic, Renesas Technology, Samsung, Sony Corporation, and Visa International.

About WIMA

WIMA is a Conference and Exhibition based in Monaco presenting the 3rd NFC Business & Technical Developers Summit from April 22-24 2009. WIMA is hosting the NFC Forum Global Competition Finals & Awards Ceremony on April 23. WIMA is the fastest growing industry event for the NFC community covering all aspects of the business, technical and developer chain for both established players and newcomers to the technology. WIMA offers cutting edge conferences, educational workshops and a dynamic networking exhibition floor including the "Demo Space" presenting the prototypes from the competition finalists. Don't miss being a part of this exiting event driving forward the evolution of NFC technology, its applications and services for business and the consumer. For more information: www.wima-nfc.com or contact Joanna Merchie: j.merchie@wima.mc +377 93 10 40 57 / +33 (0)6 23 39 57 17.

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