



# Reimagining Retail Using NFC

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NXP Semiconductors

# NXP Creates Solutions That Enable Secure Connections for a Smarter World

## About NXP

- \$9.25 billion total revenue 2017
- Co invented and standardized NFC in 2002
- Co-founded the NFC forum
- Continues to drive adoption and scale, and was the first company that had all their NFC products certified
- Broad contactless portfolio, enabling the world's largest NFC infrastructure in mobile smartphones
- World's leading provider of RFID chips in the market, both for HF/NFC and UHF/RAIN RFID
- In addition to a complete NFC tag portfolio, NXP also offers NFC-certified smart sensor products that include cold chain compliance sensors, humidity sensors, and more.

**NXP Solves challenges faced by brands and retailers -  
Shipping many billions of contactless ICs annually**

# AT A GLANCE

# RAIN RFID ALLIANCE

+

# RAIN BENEFITS

## VISION

A future where everyday things are part of a connected world ... like raindrops to the sea.

## MISSION

To enable businesses and consumers to identify, locate, authenticate, and engage items in our everyday world.

## RAIN - PASSIVE UHF ADVANTAGES

- 10m+ read ranges
- 100's of items read per one second
- No line of sight needed to read item
- Passive, no batteries needed

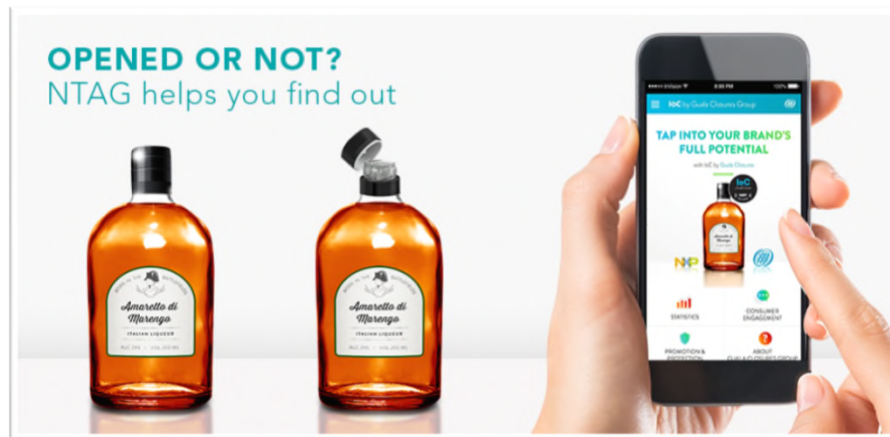


# Near Field Communications (NFC)

NFC is the single global standard for secure proximity-based wireless data transmission enabling NFC equipped smart phones and wireless devices to create a secure two way digital connection between the embedded NFC chip and the wireless device.

## Use Cases

- Mobile marketing
- Authentication
- Payments
- Transit
- Access control



## The Internet of Things (IoT)

A network of internet-connected objects able to collect and exchange data using embedded sensors.

# Mobile Growth

## Global Reach and Scale with NFC Hardware Inside

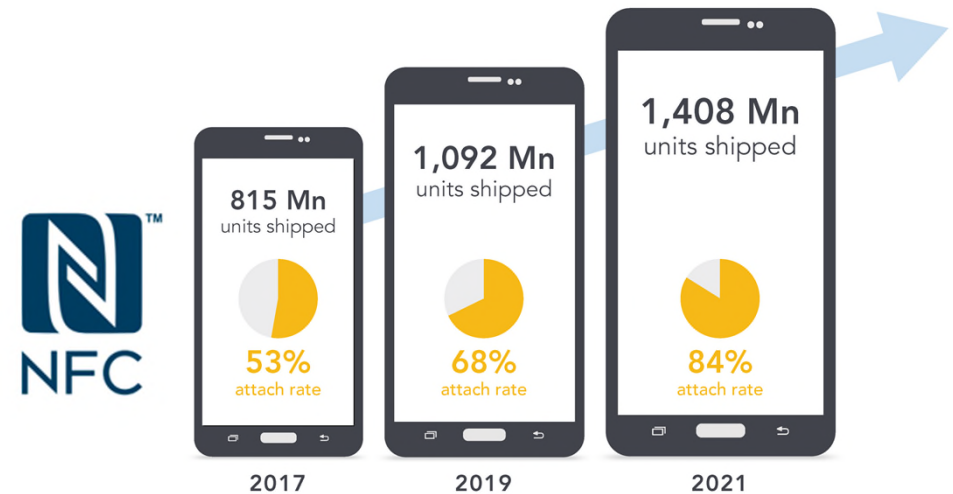
There were nearly 7 billion phones, tablets and PCs in use in the world by the end of 2016.

- Gartner



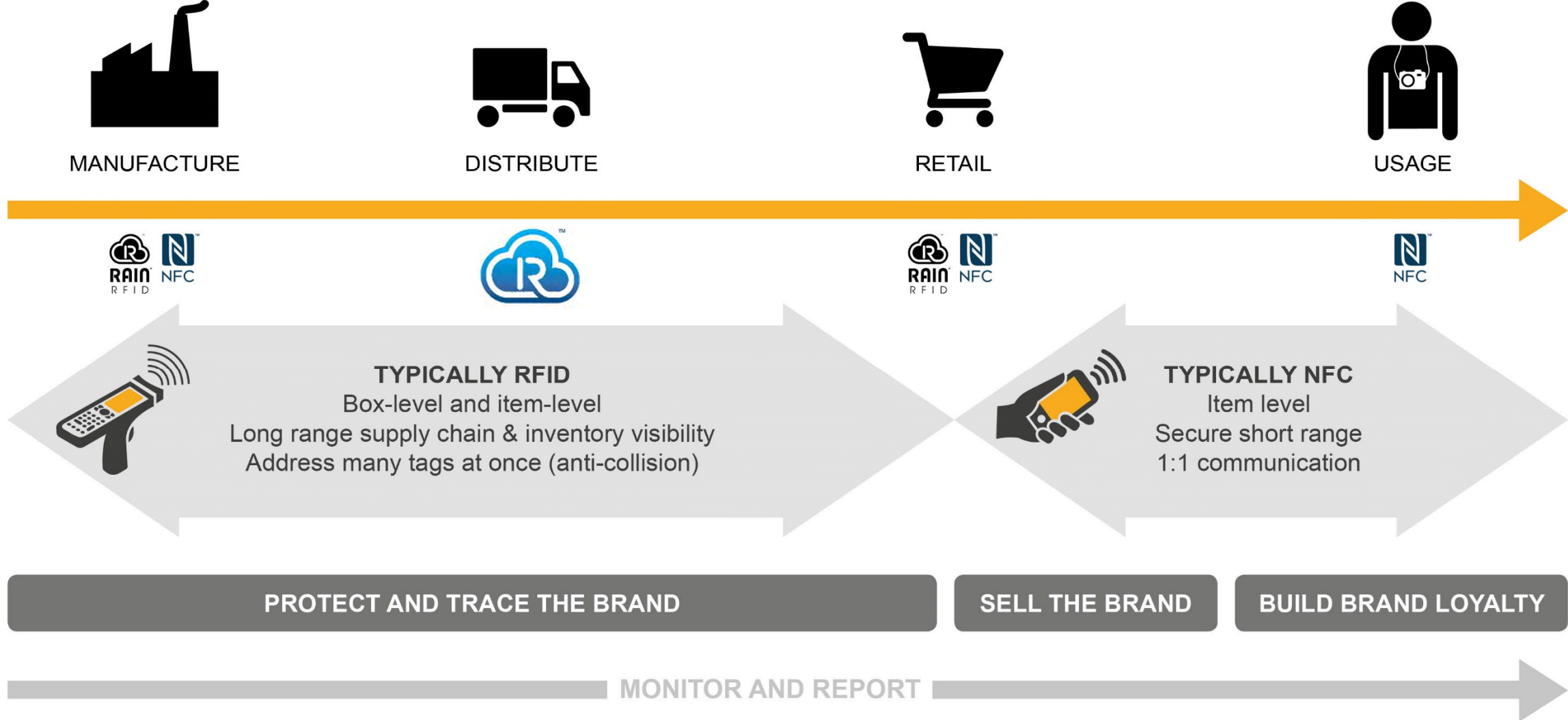
By 2019, 50% of the global device population will be NFC enabled...

### Ubiquitous NFC smartphones

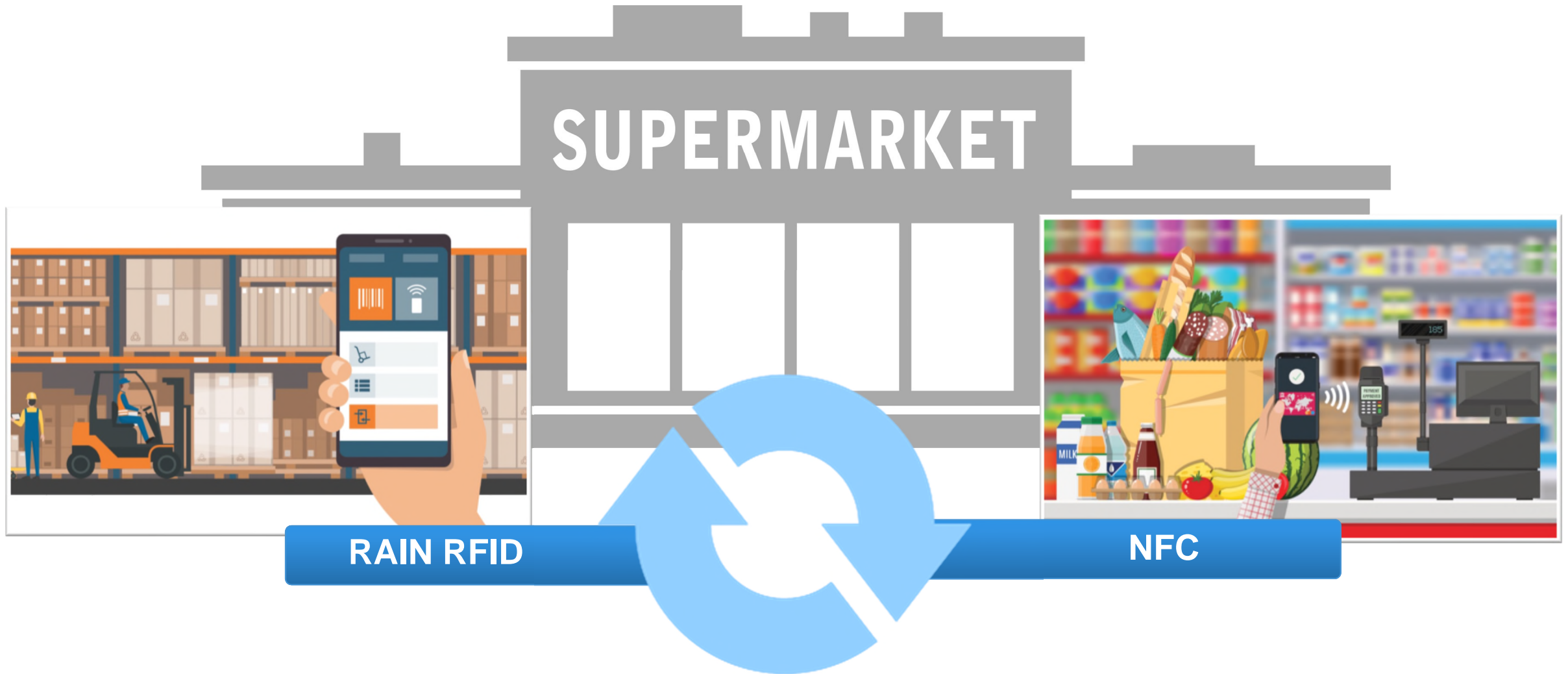


Source ABI, Strategy Analytics, NXP – November 2017

# NFC and RAIN RFID delivers value over a product's life cycle



# 360 Degree Connectivity = NFC + RAIN RFID



# 360 Degree Connectivity = NFC + RAIN RFID

**What's the number one challenge for brands?**

*Not knowing who their customer is...*



**Brands need to create a compelling customer experience:**

“80% of U.S. consumers would pay more for a product or service to ensure a superior customer experience.”

- *White House Office of Consumer Affairs*



# 360 Degree Connectivity = NFC + RAIN RFID

*“Knowing how to reach the right person, at the right time, with the right message is essential in today’s media-saturated world.”*

- Liliana Osorio

## Make Product Discovery Easy and Frictionless:

- Education
- Clear call to action
- Cross channel media support
- Content in context
- Two-way value exchange
- Reduced need for showrooms
- Fun



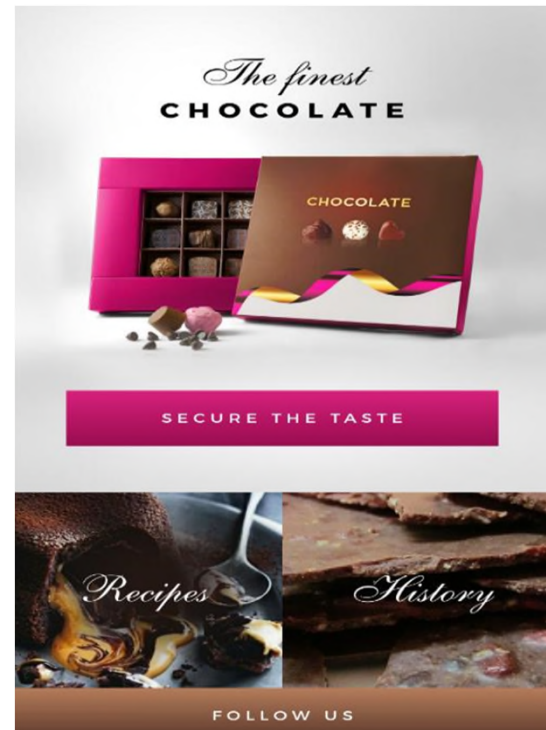
# 360 Degree Connectivity = NFC + RAIN RFID

*“Enabling employees with technology transforms them into agents of change. Allowing retailers to meet consumer demands.”*

- Seth Waite-- Global Strategist & Chief Marketing Officer, Rev Unit

## Use NFC to Empower Employees:

- Employee devices
- Live inventory connections
- Product Education



## Stora Enso Packaging



- Smart NFC-enhanced food packaging (NTAG®) by Stora Enso
- Consumer application to enhance usage experience – product details and provenance, food intolerances, storing tips, occasion-based recos
- Tamper evidence and sensor monitoring to assure product integrity

# 360 Degree Connectivity = NFC + RAIN RFID

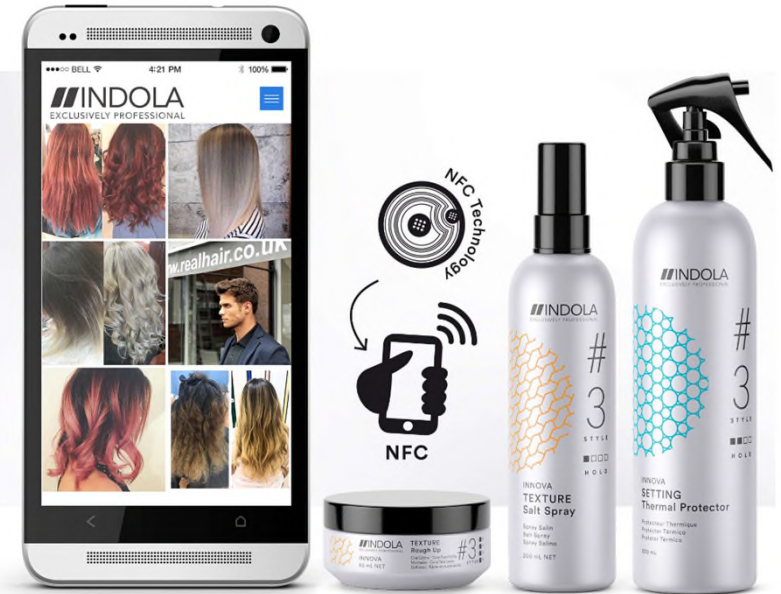
*“Savvy and strategic companies are now looking beyond traditional rewards programs to delight, create and retain loyal customers. They are looking to solve customers’ problems and soothe pain points.”*

- Howard Schneider -- Senior Consultant, Kobie Marketing

## Reward Loyal Customers, Support and Encourage Brand Affinity:

- Loyalty programs “Active loyalty vs. Passive”
- D2C discounts and couponing
- Social rewards
- Emotional rewards
- Charitable rewards
- Special events
- Curated collections
- Amazon like experience; “If this then that”
- Personal shopper
- Remove checkout pain

Get inspired.  
Right now!  
**With NFC technology.**



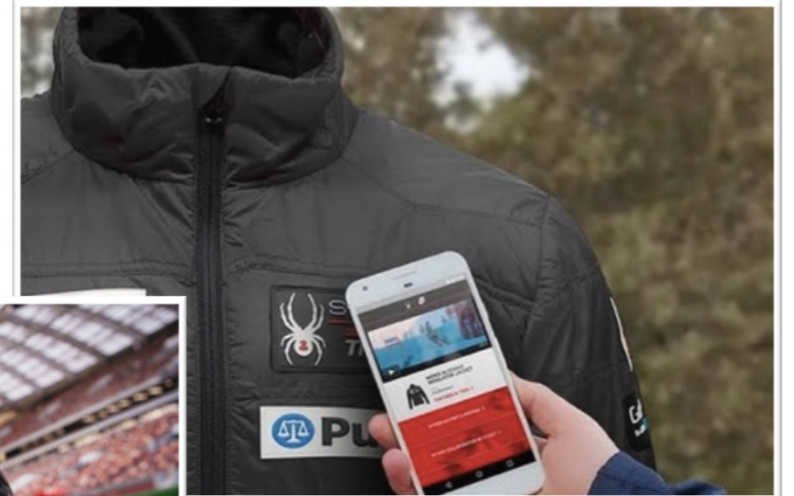
# 360 Degree Connectivity = NFC + RAIN RFID

*“When you really care about your audience, share great content, and communicate in a way that aligns with your culture, you will start to see the positive impact on your business and your brand.”*

- Elyse Flynn Meyer -- President & Founder of Prism Global Marketing Solutions

**Social Media: Make it fun and easy for each customer to become a brand ambassador on social platforms; put your customers to work for you**

- Reward and encourage sharing
- Empower loyal customers to become brand ambassadors
- Recommendations
- Gamification



# 360 Degree Connectivity = NFC + RAIN RFID

*“When feelings are not involved, people literally cannot choose between two things.”*

- Antonio Demasio

## Add Surprise and Delight:

- Gamification
- Fun
- Make me smile



# Summary

## Reimagining retail and how to deploy NFC for Success:

1. Make product discovery easy and frictionless
2. NFC to empower employees
3. Reward Loyal customers, support and encourage brand affinity
4. Social Media
5. Surprise and Delight



**NXP is the global leader in IOT solutions to assist brands, suppliers, industrial companies, and retailers.**

**We are available to assist across the entire ecosystem: NFC, RFID, hardware, software, and solutions. Everything from support, best practices, to overall system design up to high volume global production. NXP has already solved the challenges that your brand faces in RFID and continues to drive adoption and scale**



SECURE CONNECTIONS  
FOR A SMARTER WORLD

Tim Daly

# Tim Daly

Technology innovator; award winning global leader recognized for the planning, implementation and deployment of leading edge NFC & RFID business models and programs.

Pioneered the first ever NFC proximity marketing programs, and has proceeded to leverage those successes across most verticals: retail, grocery, drug, out of home, print, and in high-value consumer products. Tim's vision for connecting devices and people was the impetus for the Internet of Things. He envisioned smart objects, smart spaces and smart media which have led to new products, innovations, patents, and first-ever levels of digital consumer engagement.

Additionally Tim's foresight and drive led to the creation and execution of the first ID Management platform designed to manage NFC interactions for global brands and media vendors.

