

Welcome!



Plenary Meeting 38 México



nextel.



Telefonica

The GSMA



- The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem.



The Connected Economy

The mobile communications industry is creating a '**Connected Economy**' across the globe, both directly through network investment, job creation and contributions to public funding, and also by transforming adjacent industries such as education, healthcare, payments, transportation and utilities.



NFC The Next Wave of Mobile Innovation



Ticketing: Replacing paper tickets on public transport systems

Payments: Replacing cash and credit cards to purchase goods & services

Access Control: Replacement of traditional keys

Coupons: Replacing money-off vouchers and coupons

75% OF PEOPLE WON'T LEAVE HOME WITHOUT THEIR MOBILE PHONE!

The Mobile Industry Vision for NFC

To stimulate the successful **global** deployment of **interoperable** and **SIM-secured** NFC / contactless services and **ecosystems** that are available to **all**



Global:

Deliver economies of scale

Interoperable:

The ability to use an NFC handset anywhere

SIM-Secured:

High degree of security for services provided by the SIM card

Ecosystems:

Formation of ecosystems will ensure the next wave of innovative services

All:

Services to be provided to all handsets, not just smartphones of a particular OS

Building the NFC Ecosystem



Differing approaches to **NFC** will fragment the market
NFC can only succeed with **collaboration** across the value chain

Global Commitment to SIM-Based NFC



SERVING OVER 60% OF MOBILE SUBSCRIBERS