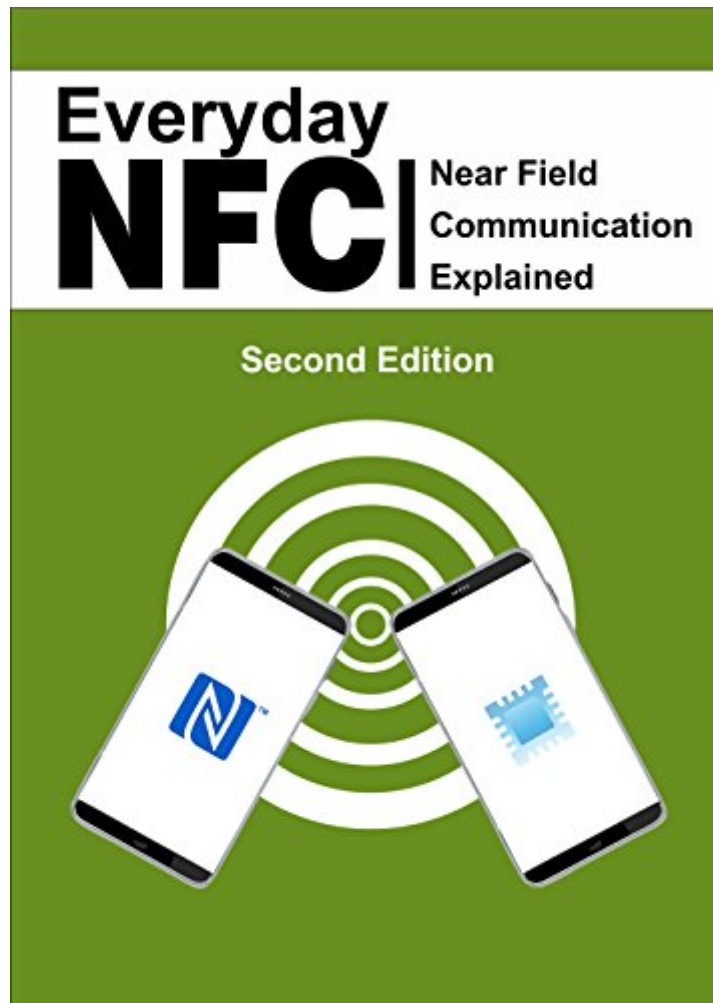


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# Everyday NFC Second Edition: Near Field Communication Explained



## Synopsis

Albert Einstein once said, "If you can't explain it simply, you don't understand it well enough." Since I understand Near Field Communication (NFC) well, my intention in writing this book is to explain NFC technology in such a way that my readers can take advantage of its exciting potential.

**UPDATES:** This is the second edition of "Everyday NFC". It includes new information on tag management, mobile payment, Host Card Emulation (HCE), use cases and the Apple Pay mobile wallet available via iPhone6. Koichi Tagawa, Chairman of NFC Forum, commented on the previous release of "Everyone NFC": "Your book is great for helping people to learn the fundamentals of NFC. Also, the broad, prioritized coverage of key points about NFC is something that really impressed me. I hope your book will drive consumers and companies to do more with NFC, to the extent that all devices in the world will carry NFC."

**BOOK STRUCTURE:** This book is organized into five chapters:

- What is NFC: A technology overview with examples and summaries.
- Where is NFC Now: Examples of current use cases that demonstrate recent NFC applications in mobile payment, banking, gaming, transit, health care and many more.
- How to Use NFC: Brief summaries that describe the use of NFC phones/tags/wallet and a technology overview of the two communication modes, three operating modes, NFC secure transactions and HCE.
- Who are the NFC Players: Summary of the NFC ecosystem and various industry standard groups.
- Why Use NFC: Summary of the value of NFC and a comparison with other wireless technologies.

**WHO SHOULD READ THIS BOOK?** This book is written for people who are interested in learning about NFC and want to explore the possibility of this technology. This includes application (app) developers, business executives, entrepreneurs, innovators and consumers who are eager to adopt new technology. It is also useful for executives who are responsible for making decisions about NFC projects.

## Book Information

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## **Customer Reviews**

This book is a really nice primer for NFC. The author gives a good explanation of what it is and use cases where it's used. There's also nice comparisons to other similar technologies so it's easy to delineate between them. The book also includes links to valuable resources on the internet to find even more detailed information if one so desires. A nice book and an easy read.

This book is really more of a pamphlet, weighing in at less than 90 sparse 6"x8" pages. The writing is often clunky, and it looks like what I could produce by Google searching "NFC" and then copying and pasting a bunch of stuff. In fact some of the paragraphs actually include hyperlinks like you'd see on a website (a word underlined) but without including the URL. Since paperback pages aren't clickable that's just really goofy. The explanations aren't particularly good and the technical explanations come across as stilted rapid fire alphabet soup. Here's an example: "TSM vendors: The TSM industry makes revenue by managing SE. The deployment of HCE eliminates the needs of SE. Therefore, the importance of MNO TSM diminishes. TSM vendors are seeking a new value proposition that attracts the market." Rinse and repeat for 70 pages. Bottom line for me: I should have saved the money on this book and just spent an hour on Wikipedia and the NFC Forum websites and I'd be way further ahead.

It is a very good book for those who have curiosity of NFC and want to know the usage of NFC nowadays. I am surprised that NFC has been around my daily life. The book covers many daily usage of NFC and future usage of NFC such as iPhone 6 Mobile wallet / Payment. In the back of the book, there is a list of glossary terms which help me to catch up the related acronyms. More pictures and color pictures would also help me to internalize the content

Best source to understand NFC.

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