Service Overview

Near Field Communication (NFC) is a new, short-range wireless connectivity technology that evolved from a combination of existing contactless identification and interconnection technologies. Products with built-in NFC will dramatically simplify the way consumer devices interact with one another, helping people speed connections, receive and share information and even make fast and secure payments.

NFC is both a “read” and “write” technology. NFC can be used with a variety of devices, from mobile phones that enable payment or transfer information to digital cameras that send their photos to a TV set with just a touch. The possibilities are endless, and NFC is sure to take the complexities out of today’s increasingly sophisticated consumer devices and make them simpler to use.

Key Features

NFC can be put in Multiple Devices for Multiple Purposes which includes –

- Get Information by touching Smart Posters
- Use your NFC phones as an event ticket
- Print from your camera by holding it close to the printer
- Set up your Wireless Home office with a touch
- Get on the bus by waving your NFC Phone
- Share Business Cards with a touch
- Pay for goods with a tap of your NFC Phone
- Tap- n- XX, like Tap-n-Get, Tap-n-Go, Tap-n-Pay, Tap-n-Order etc.

CanvasM Differentiators

- Strong parents (Motorola and TechMahindra), global existence and business partners
- Part of one of the first NFC based trial in 2005-06 (Motorola, Discover trial)
- CanvasM can take end to end responsibility for the Deployment development, integration and managing of services
- Having Trials for various Applications with NFC in near future for technical and commercial feasibility
- Engineering and Embedding experience to develop the SIM based applications
- Highly capable Innovation and development team
- Simple and Low cost applications, prototype and Proof of Concept (POC) Development
- High revenue generating application use-case and business scenario
- Multiple use-cases of smart posters for MNO and value proposition to the merchant, retailer and the consumer
- Low Cost enablement of existing mobile handsets with flexibility to have multiple NFC applications
Value Proposition

- One stop Shop for Hardware, Platform and applications and management system
- Enabling NFC & managing large ecosystem, managing logistics, Mass Supply of SIM, NFC wafers
- Monetize NFC based applications and service
- Service provisioning and End to End Technology Enablement Capability
- System Integration and Managed services capabilities and hosting Experience
- Commerce enablement platform
- Innovation center – innovating and developing new commerce applications
- Joint GTM and Flexible Business model
- Bringing the Commerce Ecosystem Partners for complete enablement of NFC
- Innovation in new concepts for NFC

Use Case - Tap for Home Delivery

- Tapping the Phone on smart poster with RFID Tag.
- RFID code will be detected by the Device and SMS is sent to the short code.
- Validates the user data and user Account.
- SMSC sends request to the Tag Management Server for relevant product delivery.
- The confirmation of order taken either by calling or SMS.
- Delivery Boy delivers the order at home.