

Philips and Samsung join forces for the development of new mobile devices based on Near Field Communication

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Royal Philips Electronics today announced that Samsung Electronics will deploy cellular devices that use Philips Near Field Communication (NFC) chip solutions. Users of Samsung devices that include Philips NFC chips will be able to access content and services in an intuitive way. For example, a Samsung mobile phone equipped with NFC technology could automatically connect with an NFC-enabled PC or TV, simply by holding them next to each other, in order to transfer digital pictures or other data.

This industry collaboration is an example of the potential NFC brings to enable the use of touch-based interactions in the areas of consumer electronics equipment, mobile devices, PCs and for payment purposes. Consumers are seeking easier ways to interact with their immediate environment and want to experience easy communication between their electronic devices and gain fast access to services.

"Joining forces with Philips for the further development of NFC-enabled devices is part of Samsung's commitment to change the way information and services are paid for, distributed and accessed by all consumers," said JK Shin, senior vice president of the Research & Development Team at Samsung.

"We envision a world of secure universal commerce and connectivity in which consumers can access and pay for physical and digital services



anywhere, at any time, using any device," said Mario Rivas, executive vice president, communications businesses, Philips Semiconductors. "Philips is committed to bringing this vision of the ultimate connected consumer experience through NFC technology innovations and industry collaborations with market leaders such as Samsung."

Consumers will first see NFC technology appear in their most commonly utilized personal device – the mobile phone. With NFC, the mobile phone transitions from running primarily voice applications to becoming a more personalized device that can let you conduct secure payment transactions, gain access to public transportation, building access and store digital rights. In essence, the mobile phone becomes a point-of-sale terminal, a ticket counter, keys to your building, a transport card, a debit/credit card and an electronic business card all in one easy to use device.

About NFC

NFC technology evolved from a combination of contactless identification and interconnection technologies. It combines the functions of a contactless reader, a contactless card and peer-to-peer functionality on a single chip. It operates in the 13.56 MHz frequency range, typically over a distance of a few centimeters. NFC technology is standardized in ISO 18092 and ISO 21481, ECMA (340, 352 and 356) and ETSI TS 102 190. NFC is also compatible to the broadly established contactless smart card infrastructure based on ISO 14443 A, which is Philips MIFARE® technology, as well as Sony's FeliCaTM card.

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