



## NFC MEETING AGENDA

**Date:** Tuesday, 15<sup>th</sup> September 2015

**Venue:** Park Tower Knightsbridge, 101 Knightsbridge, London SW1X 7RN [Directions](#)

**Start:** 9.30am for 10.00am

**Reply to:** [annabel@smartex.com](mailto:annabel@smartex.com)

Time	Topic	Speaker
9.30am	<i>Arrivals, registration and refreshments</i>	
10.00	<b>Welcome, introduction and industry news</b>	Tim Jefferson (chair) <b>The Human Chain</b>
10.15	<b>New research into shopper decision making: Introducing "Purchase Intent Data"</b>	Polly Barnfield, OBE <b>Maybe*</b>
10.45	<b>Making mobile EMV work for transport</b>	Mike Tuckett <b>Transport for London</b>
11.15	<i>Refreshment break</i>	
11.45	<b>Mobile phones for productivity &amp; data collection</b> Improving mobile business processes and operations.	Michael Elliott <b>Over-C</b>
12.15pm	<b>Using NFC to fight counterfeits</b> How product owners and their customers can use NFC-enabled phones to track and authenticate products and fight counterfeits.	Oren Beer <b>Otentico</b>
12.45	<i>Luncheon</i>	
1.45	<b>Wearable technology opportunities</b>	Dr. Akram Alomainy <b>Queen Mary University of London</b>
2.30	<i>Refreshment break</i>	
2.45	<b>Intelligent Clothing</b>	Cath Rogan <b>Smart Garment People</b>
3.15	<b>Meeting summary and close</b>	Tim Jefferson <b>The Human Chain</b>
3.30	<i>Informal networking session</i>	

**Next NFC Meeting: Monday, 9<sup>th</sup> November, London**

If your organisation would like to present at a future meeting please contact Annabel Cartwright at [annabel@smartex.com](mailto:annabel@smartex.com)

**Whilst every effort is made to maintain the above schedule for this meeting, Smartex cannot accept any responsibility for late changes to sessions, speakers or timings, necessitated for reasons beyond its control.**