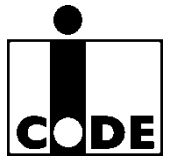




## Connecting your physical store with your online store



# Looking for a book ?

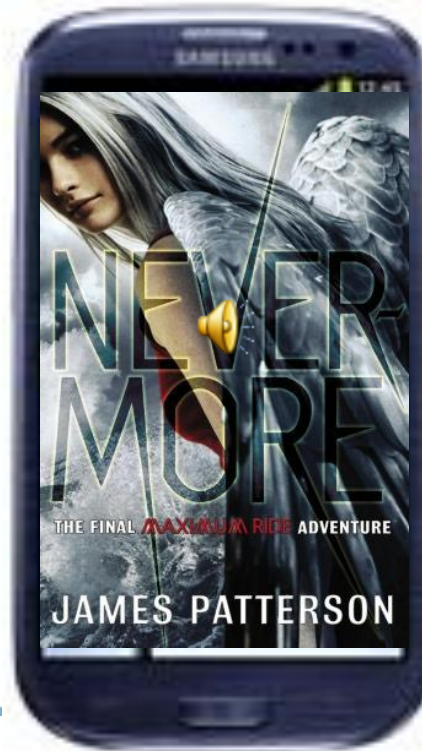


- ❑ Deciding on a book can be hard work...



*“They like to visit my stores, using them as a show room, and then they buy at A....”*

- ❑ ... Or it can be fun



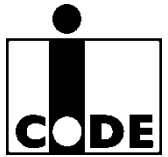
*NFC will lead customers that are present in your physical store*

*to*

*your online store*

*Sales will still be within your company.*

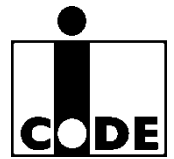
# What if..



- ❑ Triggered by the physical book in the store you purchase the e-book version and load the book directly onto your handset ?
- ❑ You download the pre-read or movie trailer on your phone and decide on purchase /renting digital content later.
- ❑ The NFC compatible ICODE label improves the **inventory management** in the book store



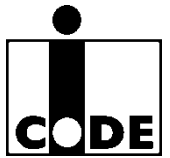
# When scanning a book you may



- ❑ receive a reduced price coupon for the local theatre
- ❑ be linked to some comments of readers
- ❑ receive link to books of the same category (“people who have read this ....”)

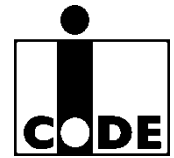


# What's in for me ?



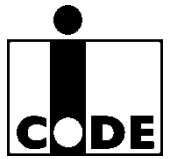
- Publisher
  - Increase sales through smart ways of promoting new releases
  - Use existing books in libraries/retail to advertise for new upcoming releases for same genre/same Author,...
- Library
  - Make Library “hip and fancy” – get more visitors/book circulation,
  - Increase traffic and book circulation – more value for the community
  - Justify higher budgets
  - Create additional income stream through advertisements
- Retailer (physical and online)
  - Make the physical store the show room for digital sales (same company !)
  - Improved inventory tracking for retailers
  - Allow reduced inventory level in the physical shop.
- System Integrator / Service Provider
  - Increase Market size through higher RFID adoption rate in Libraries
  - Extend offering towards advertisement and digital content
  - Extend business scope towards book retail chains
  - Create new USP's going beyond traditional hardware/software

# NFC is a standard in mobile phones



- ❑ The list of NFC enabled phones is long and becomes longer
- ❑ 100 Mio+ NFC enabled phones are expected to be shipped in 2012
- ❑ Big Mobile OEMs are advertising NFC use cases
  - ❑ Sony, Samsung, Google, LG, HTC, Nokia,..
- ❑ ICODE SLIX, SLIX-S command set is a standard part of the android operating system
- ❑ NFC enabled phones are accessing ICODE labels
- ❑ All critical data will be locked or password protected

# Background article “publishingperspective.com”



## ***How Can Publishers Best Use NFC Chips in Books***

*Noted in the story is a reference to **Barnes and Noble’s** recent announcement about the possibility of embedding an **NFC chip** reader into their NOOK devices (NFC stands for Near Field Communications). In turn, this presumes publishers would be willing to go through the, albeit minor, expense of embedding each book with a similar device. The intent, says the bookseller, is to enable readers to immediately use their NOOK to browse in a bookstore and glean information about a title to their reader.*

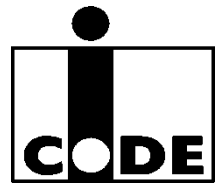
*The potential for such implementation is vast — for starters, it would likely **enable the stores to carry significantly less inventory** on hand under the assumption that many readers will opt for the lower-cost digital edition. And of course, NFC chips — as do RFID — also offer several advantages to bookstores in terms of being able to keep **better track and verify inventory** on hand. In short, should publishers implement NFC chips, it’s a win on the bookseller’s side.*

*Of course, there’s no reason that Amazon couldn’t do the same and embed a similar NFC chip reader into their Kindles.*

*For publishers NFC chips offer them advantage of allowing them to take much of the digital promotional material off the internet and cloud and into the bookstore. Going forward, should publishers adopt this strategy, how can they best implement it? How would you like to see this new technology used?*

<http://publishingperspectives.com/2012/05/how-can-publishers-best-use-nfc-chips-in-books/>

# NXP's role



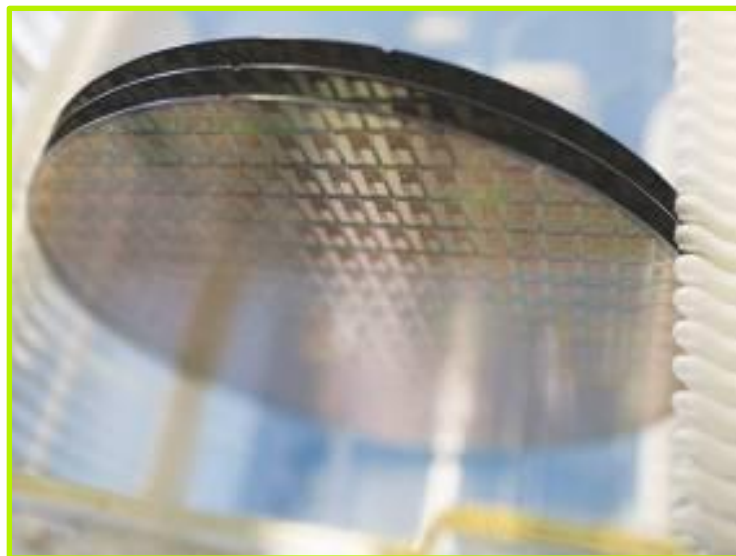
- ❑ We develop and supply the RFID chip that is incorporated inside the Book using an RFID label
- ❑ NXP's ICODE SLIX is the accepted standard used in libraries around the world.
- ❑ Top RFID Solution providers and Label Manufacturers trust in NXP as leading chip innovator for this market





# About NXP

NXP Semiconductors N.V. (NASDAQ: NXPI) provides High Performance Mixed Signal and Standard Product solutions that leverage its leading RF, Analog, Power Management, Interface, Security and Digital Processing expertise.



These innovations are used in a wide range of automotive, identification, wireless infrastructure, lighting, industrial, mobile, consumer and computing applications.

A global semiconductor company with operations in more than 25 countries, NXP posted revenue of **\$4.2 billion** in 2011. Additional information can be found by visiting [www.nxp.com](http://www.nxp.com)

