

## Strong Future for NFC?

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Pyramid Research predicts 28% of WW smartphones-- a total of 250m handsets-- will be NFC-enabled by 2015 as more companies seek to invest in the technology.

Such companies include Google, Visa, MasterCard and Barclays.

The analyst says an overwhelming supply of NFC-enabled handsets should result in strong short-term (2011-2012) sales for such devices. As NFC-based services become more ubiquitous, consistent and secure, sales of NFC-enabled devices will continue growing-- only this time with growing demand driving sales.

Skeptics however do have their concerns-- particularly due to a lack of both industry standards and profitable (and attractive) business models. Others still say customers lack interest in such services.

Go [NFC-Enabled Smartphones to Account for 28% of Global Market by 2015](#)