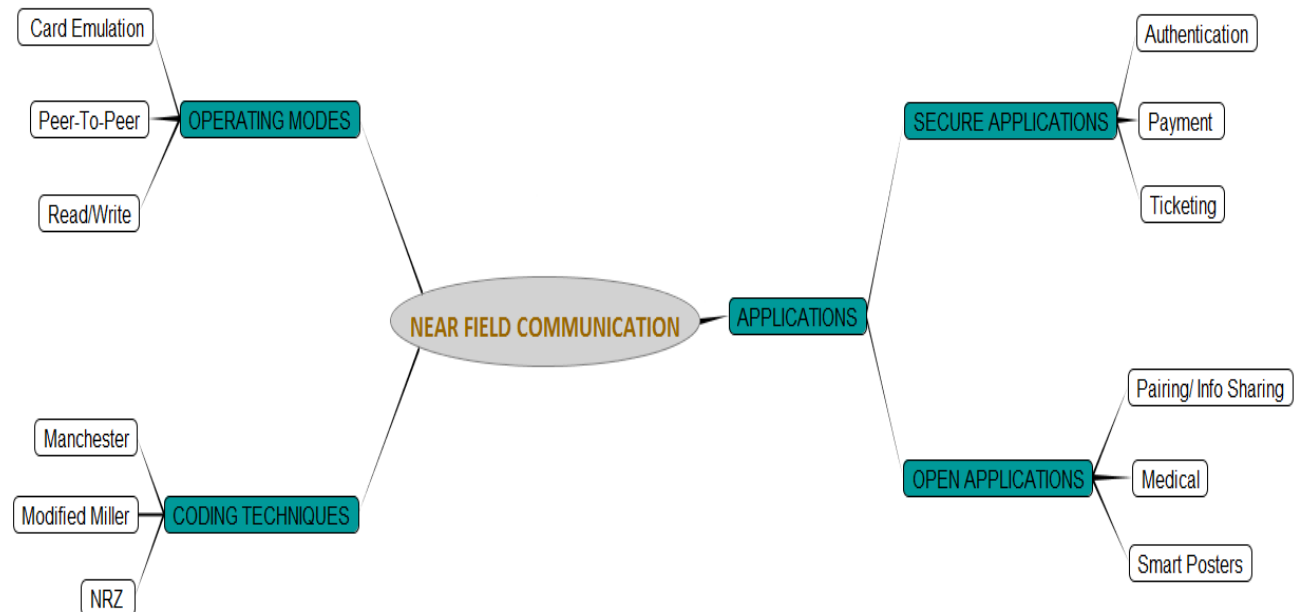


Using PatSeer to Categorize records around
NFC (Near Field Communication)
and to gather various Insights from it



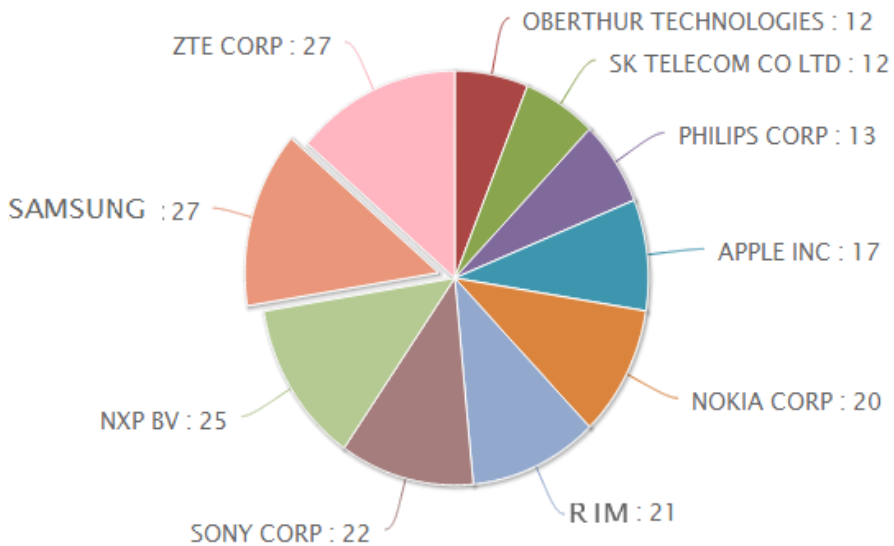
Background

- This report is Part 2 of the NFC analysis reports and the first part can be accessed from [here](#). In order to correctly interpret results in this report, please review the NFC search query in the Part 1 of the report.
- In order to further analyze the innovation around NFC we added unique families from our search query in Report 1 into a PatSeer Project.
- The records added to the project were classified as:
 - By Applications
 - By Operating Modes
 - By Coding Techniques
 - By Security Aspects

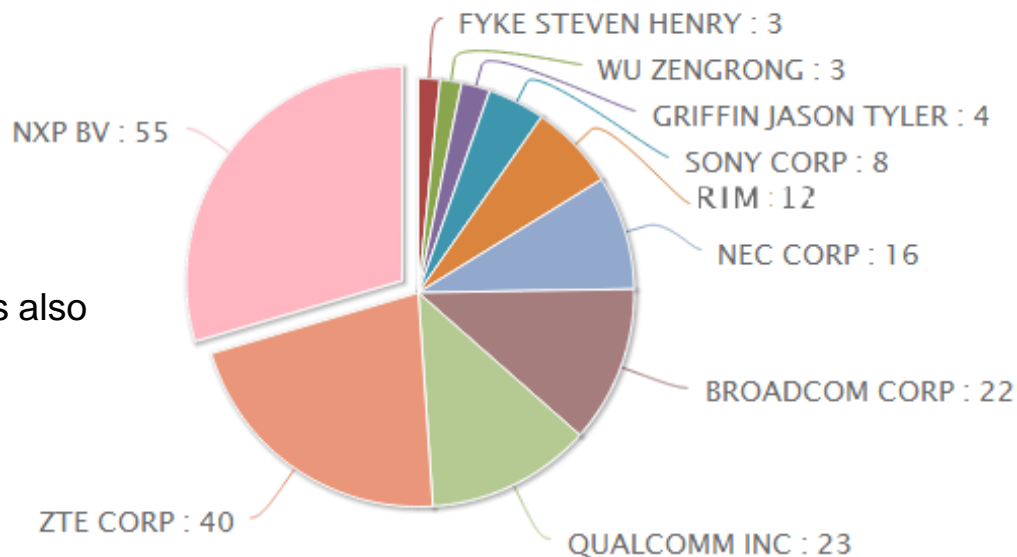


Top Companies Across Hardware and Software Categories

Top Companies Across Cellular Applications



Top Companies Across Hardware

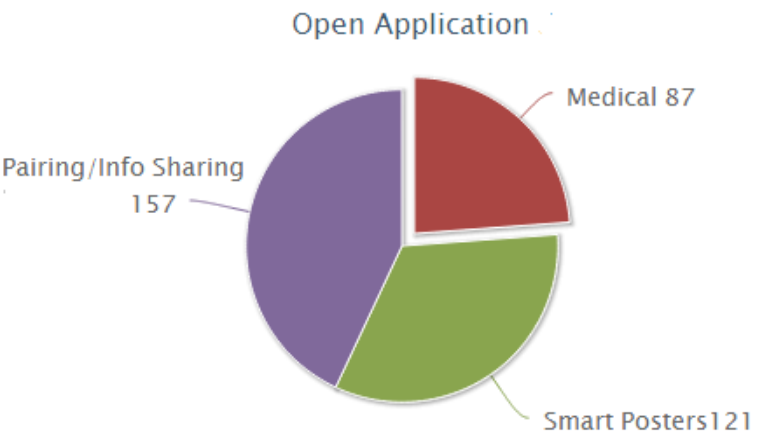
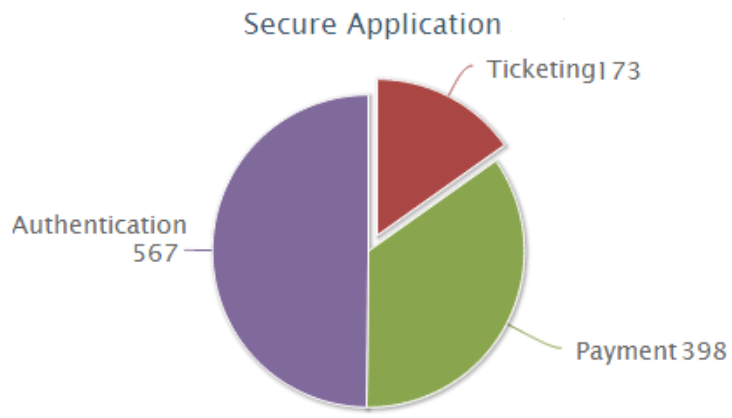


- NXP, ZTE both being hardware manufacturers also hold patents on cellular applications

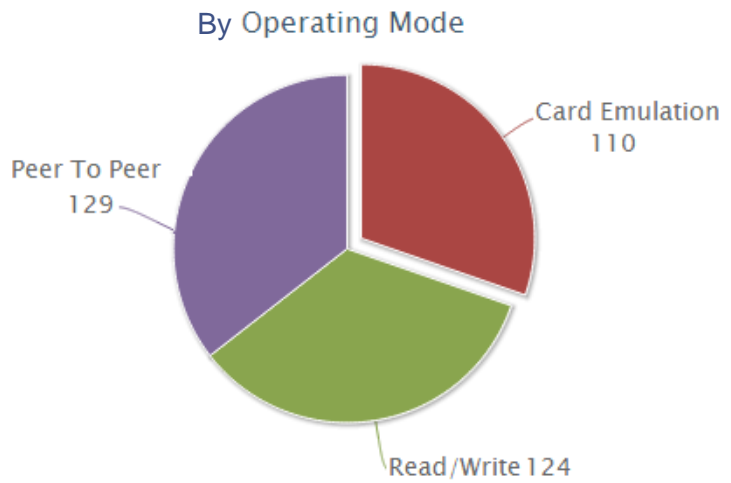
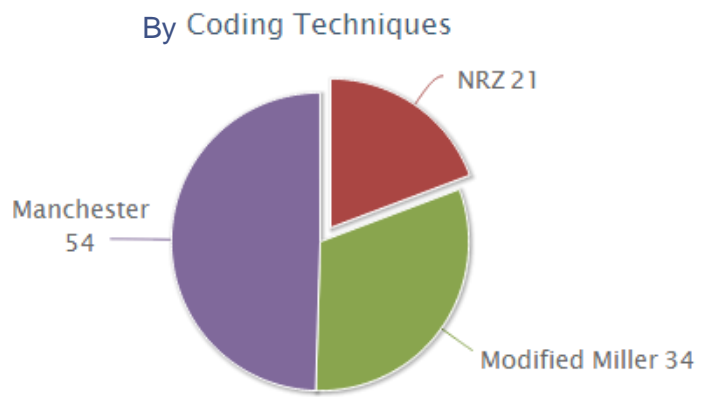


Category wise distribution of records

NFC Applications



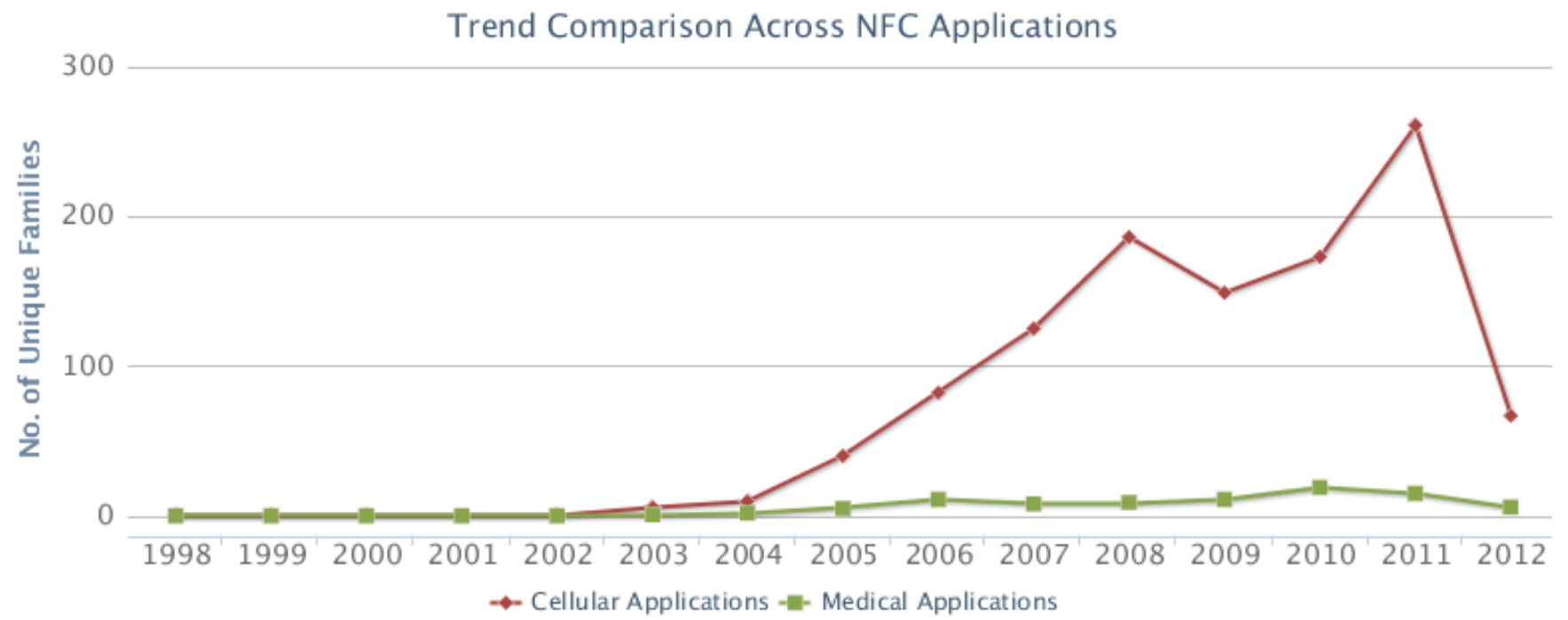
NFC Hardware Categories





Trends across NFC Applications

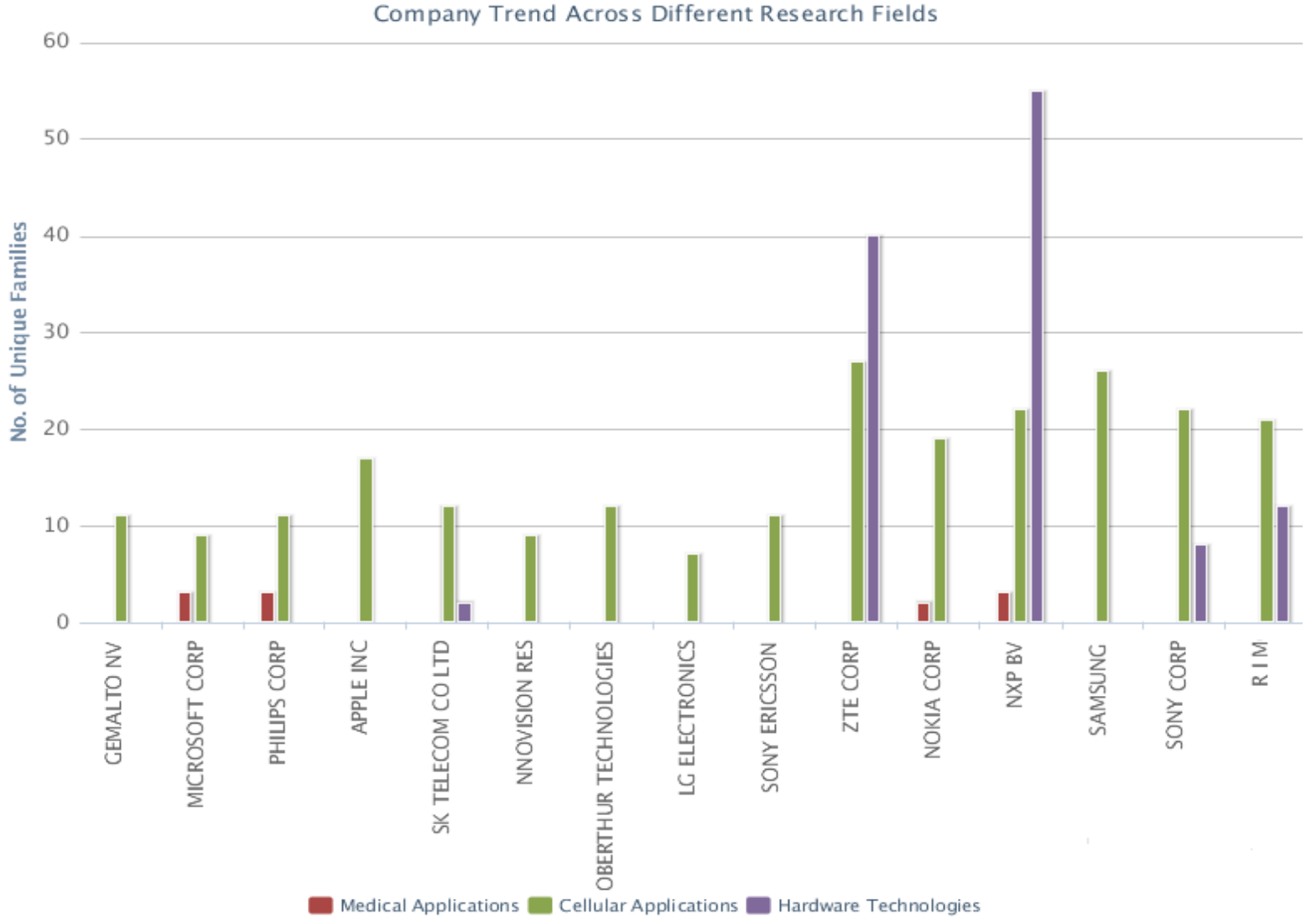
- Chart compares trends across cellular and medical applications
- A rapid rise can be seen in filings for cellular applications after 2004





Company portfolios across NFC Categories

- Cellular applications dominate other NFC application areas
- NXP BV has research across NFC applications (cellular and Medical) and NFC Hardware



Top Cell Phone Manufacturers Across Cellular Applications

- Table shows filing activity for cellular manufacturers over the last decade
- Samsung has steady activity whereas RIM has a rapid increase in research activity in 2010-11

◆ Application Year	◆ Total	◆ RIM	◆ SONY	◆ SAMSUNG	◆ NOKIA	◆ LG	◆ APPLE
2003	6	0	0	0	0	0	0
2004	10	0	2	0	0	0	0
2005	40	0	2	1	4	1	0
2006	82	0	5	2	4	2	0
2007	125	0	7	3	3	0	0
2008	186	0	3	7	1	2	13
2009	149	0	0	3	1	1	1
2010	173	10	3	6	4	0	0
2011	261	11	0	2	2	1	3
2012	67	0	0	2	0	0	0



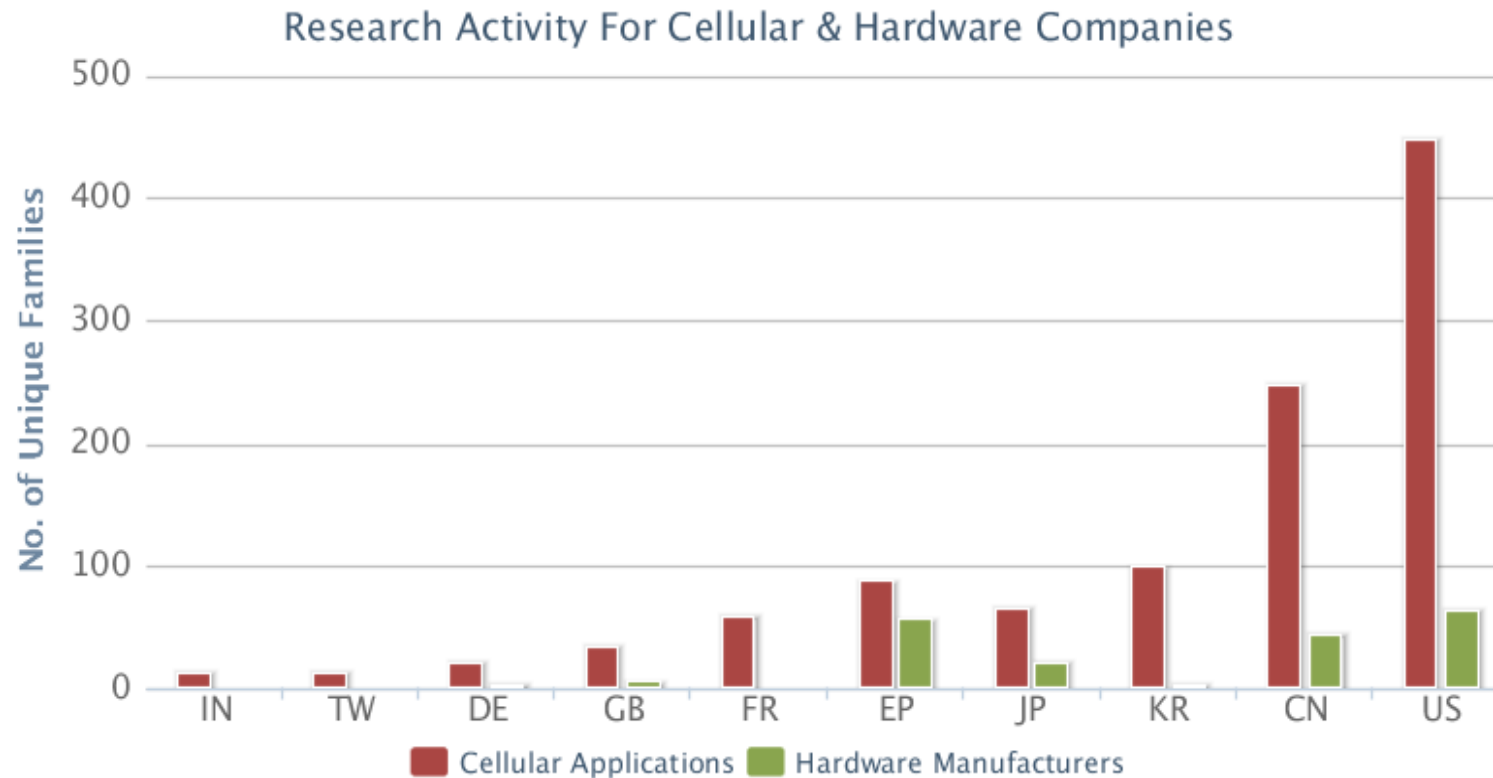
Top Chip Manufacturers Across Cellular Applications

- Table shows application activity for chip manufacturers over the last decade
- ZTE and NXP are the leaders amongst the players involved over the last five years

◆ Application Year	◆ Total	◆ NXP	◆ ZTE	◆ QUALCOMM	◆ BROADCOM	◆ MSTAR SEMICONDUCTOR
2003	6	0	0	0	0	0
2004	10	0	0	0	0	0
2005	40	2	0	0	0	0
2006	82	0	0	0	3	3
2007	125	5	1	0	3	2
2008	186	4	11	3	4	1
2009	149	5	5	2	1	1
2010	173	1	4	2	3	5
2011	261	4	5	2	0	0
2012	67	1	1	0	1	0

Priority Countries across Different Applications Areas

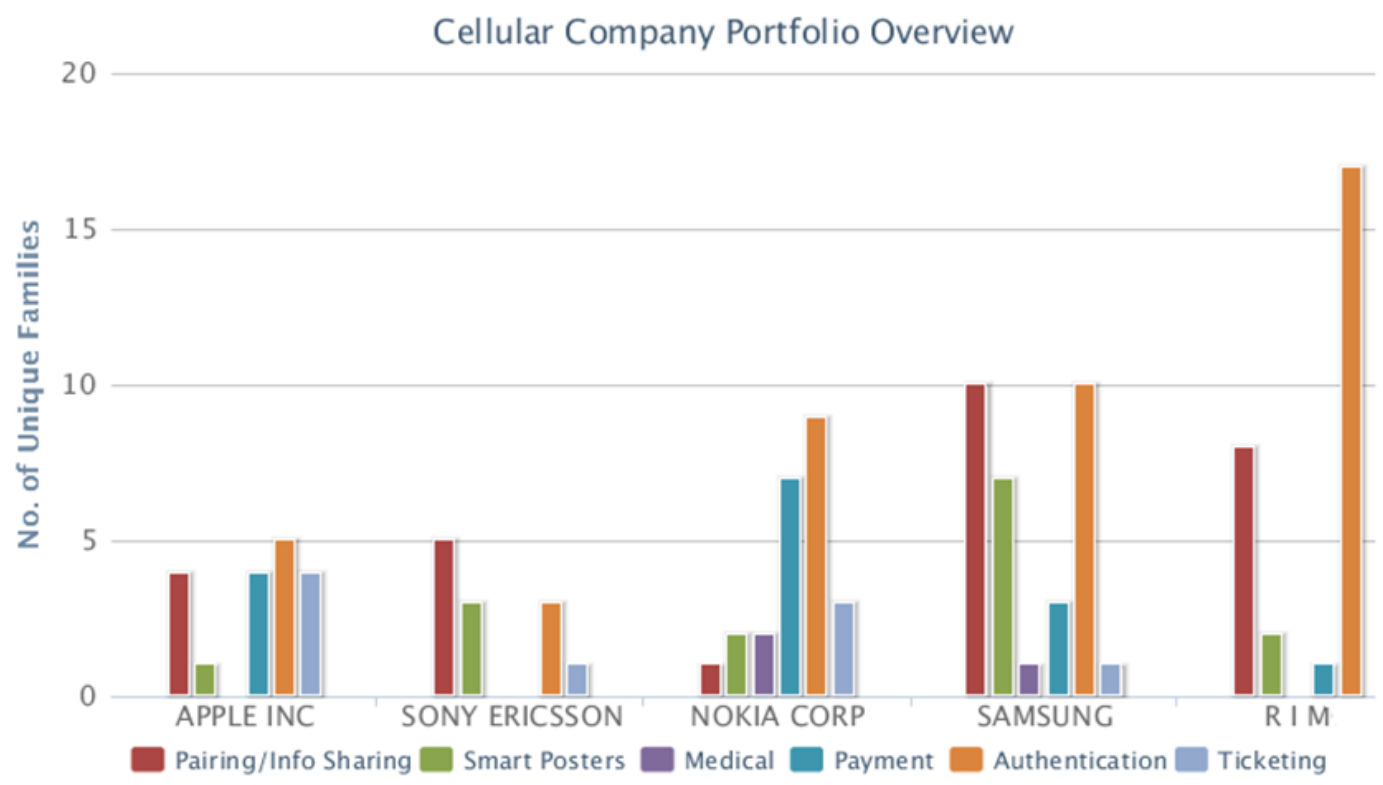
- This chart shows the countries having active research around NFC
- US leads in cellular and hardware manufacturers. Korea has more of application players than hardware





Company Portfolio across key NFC Applications

- This chart shows mobile companies and their research activity across different application areas
- Nokia and Samsung have active research across all the applications whereas RIM is more into authentication and sharing





PatSeer Overview

Coverage

- 30 million+ full text records of 11 countries and 60 million+ biblio records covering 95 + countries
- PDFs, Front Page Images, Mosaics, Simple/Extended Families, Bwd/Fwd Citations and more
- New publications updated the same week

Search

- Search full-text in Original Language and English. (English title and abstract taken from equivalent family member where not available)
- Legal Status Search enhancements include date range, Event, Event Country (Incl. Designated Country Code events for EP,WO)
- No compromise on search techniques –Proximity, complex Boolean with proximity, command line searching, wildcards, truncation

Search Aids

- Normalized Assignee Names for Top 3000 companies
- Looking up Matching Assignee /Inventor names
- Semantic Search Suggester
- Integrated Corporate Tree for 2500 companies
- Search History, Saved Searches and Alerts

Search Result Handling

- Collapse results by family or de-duplicate Patent and Applications from results
- Multiple Views (Tabular/Standard/Standard+Family), Custom View, Detailed Record View
- Multiple Detailed view of a records can be opened in separate window tabs to allow for easy comparison

Analysis

- Analyze search results via charts (column/line/pie/area/bubble/heatmap/geographical map)
- Unique Chart Layering technology allows for Multi and Cross Dimensional charting

Exports

- Export upto 20K records at a time in Word/Excel/CSV format
- Charts can be also included in Word and Excel exports

Projects

- Save and analyze upto 50K records in a project
- Custom Fields, Hierarchical Categories, Comments, Flags, Scoring
- Patent Dashlets™ - A different dashboard for each collaborating member



Thank you !

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