

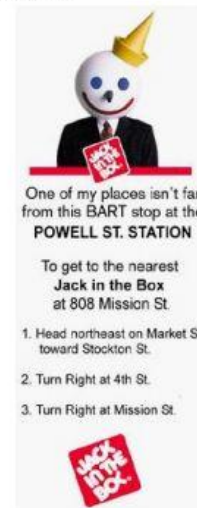
Case Study: NFC Posters Used to Drive Traffic to Merchants – San Francisco, USA

Smart Posters in San Francisco BART Trial of NFC

Download directions to nearest store



1. Tap your phone on "Find Your Burger" NFC Poster at the Powell BART Station in San Francisco



2. Get directions to the nearest Jack in the Box on your phone screen

In the landmark Bay Area Rapid Transit (BART) NFC mobile payment and transportation pilot project in San Francisco, NFC Smart Posters were successfully deployed to help drive traffic to merchant locations. In multiple BART train stations across the San Francisco Bay area, posters for Jack in the Box were deployed, allowing participants to tap their phones to get directions to the nearest Jack in the Box location and receive updates about any special promotions going on. Participants could use their phones to ride BART to the nearest location, and they could just tap their phones at contactless payment readers in Jack in the Box locations to pay for their meals.

Contributors: ViVOTech, BART, Sprint, First Data, Jack in the Box, Cubic

Source: NFC Forum
For more info visit: <http://www.nfc-forum.org/home/>

