RESEARCHANDMARKETS
Brochure
More information from http://www.researchandmarkets.com/reports/2101917/

Action Oriented Proximity Marketing Technologies & Platforms: Blending the Online and OfflineMarketing Channel With NFC & Barcodes

Description:

This in-depth report evaluates and quantifies the opportunity for user initiated proximity based marketing solutions leveraging NFC, barcodes and emerging technologies. Strategies, players and market drivers are analyzed.

The adoption of 2D barcodes saw significant acceleration in 2011 and the market is focusing on proximity marketing as a way to drive adoption of NFC and mobile payments. Smartphone users are increasingly using their devices to interact with the world around them providing marketers a new channel to reach consumers when they are out an about and shopping. This new channel will have strategic implications throughout the industry and vendors able to position themselves upstream of a mobile transaction through proximity marketing will be well positioned to influence the mobile payments market in the future.

The report answers questions such as:

1. What is action oriented proximity marketing and how will it change the mobile marketing space?
2. How quickly is the market growing and what are the growth drivers?
3. What technologies will benefit from the growth of proximity marketing strategies?
4. Who will be the trend setters and spearhead the development of this space?
5. How can I participate in or support this emerging market?
6. Who are the current players in the market and what are their strategies and strengths?

Contents:

1.0 What is Proximity Marketing?
1.1 Proximity Marketing Channels
1.1.1 Smart Posters
1.1.2 Print& Packaging
1.1.3 Point of Sale
1.1.4 Any Physical Object Using Augmented Reality
1.1.5 Other Physical Channels
2.0 Technology
2.1 1D and 2D Barcodes
2.2 NFC
2.3 Augmented Reality and Virtual Graffiti
2.4 Computer Vision or Object Recognition
2.5 Sound Recognition
2.6 NFC, Bluetooth, and Wi-Fi Seamless Interaction
2.6.1 Bluetooth NFC Pairing
2.6.2 Wi-Fi Direct
2.6.3 AllJoyn
2.7 Integration of NFC and QR
3.0 Market Structure
3.1 Business Models
3.2 Ecosystem Players
3.2.1 End-to-end Proximity Marketing Platforms
3.2.2 2D Barcode Scanners and Printers
3.2.3 NFC Mobile Wallets
3.2.4 NFC Tag Providers
3.2.5 Smart Poster Providers
3.2.6 Augmented Reality
3.2.7 Consultants/Mobile Experience Specialists
4.0 Market Opportunity
4.1 Market Drivers
4.1.1 Shift From Push to Pull Marketing
4.1.2 “Closing The Loop” For Marketers
4.1.3 Mobile Payments Opportunity

4.1.4 Standardization
4.1.5 Low Cost NFC Chips in Posters
4.1.6 Gamification of the World
4.1.7 OEMs Driving Technology
4.2 Growth Barriers
4.2.1 Lack of Understanding of How to Effectively Use the Technology
4.2.2 Lack of NFC Enabled Phones
4.2.3 Users Need to be Educated
4.2.4 Scalability of Business Models
4.2.5 Data Fragmentation
4.2.6 Privacy Concerns
5.0 Market Forecasts
6.0 Industry Outlook
6.1 The Future of QR and Proprietary Codes
6.2 Print Codes Will Coexist With NFC
6.3 Trend of Consolidation of Tech on Single Platform
6.4 Proximity Marketing Provides Strategy for B&M Retailers to Compete With E-Tailers
6.5 Brands Incorporating Scanning Technology Into Their Apps
6.6 Groupon Will Enter the Market
6.7 Proximity Applications Will Help Drive Demand for Augmented Reality Applications
6.8 How Will Band of Four Participate
6.8.1 Apple
6.8.2 Amazon
6.8.3 Google
7.0 Opportunities, Threats & Recommendations
7.1 Carriers
7.2 Handset OEMs
7.3 Silicon OEMs
7.4 Software Vendors
7.5 Network Equipment Vendors
8.0 Company Profiles
8.1 Digimarc
8.1.1 Company Overview
8.1.2 Products
8.1.3 Competitive Advantages
8.1.4 Competitive Challenges
8.2 Nellymoser
8.2.1 Company Overview
8.2.2 Products
8.2.3 Competitive Advantages
8.2.4 Competitive Challenges
8.3 Proxama
8.3.1 Company Overview
8.3.2 Products
8.3.3 Competitive Advantages
8.3.4 Competitive Challenges
8.4 Scanbuy, Inc
8.4.1 Company Overview
8.4.2 Products
8.4.3 Competitive Advantages
8.4.4 Competitive Challenges
8.5 Spyderlynk
8.5.1 Company Overview
8.5.2 Products
8.5.3 Competitive Advantages
8.5.4 Competitive Challenges
8.6 Zappit, Ltd
8.6.1 Company Overview
8.6.2 Products
8.6.3 Competitive Advantages
8.6.4 Competitive Challenges

List of Tables

Table 1 – Proprietary 2D Barcodes
Table 2 – End to End Proximity Marketing Platform Vendors
Table 3 – 2D Barcode Printer and Reader Vendors
Table 4 – NFC Mobile Wallet Vendors
Table 5 – NFC Tag and Chip Providers
Table 6 – Smart Poster Vendors
Table 7 – Augmented Reality Software Vendors

Table of Figures

Figure 1 – QR Code Wood Sculpture
Figure 2 – 2D Barcode
Figure 3 – NFC Tag
Figure 4 – Augmented Reality Virtual Graffiti App
Figure 5 – Shopkick Screenshot and Signage
Figure 6 – Total Global Forecasted Mobile Barcode Scans: 2012-2016
Figure 7 – Total Forecasted Mobile Barcode Scanning Application Users: 2012-2016
Figure 8 – Total Global Proximity Marketing Platform Revenues Forecast: 2012-2016
Figure 9 – Forecasted 2D Barcode Scans Segmented by Region: 2012-2016
Figure 10 – Total Forecasted Mobile Barcode scans (Outside Japan): 2012-2016
Figure 11 – Forecasted 2D Barcodes Created (Outside Japan): 2012-2016
Figure 12 – Global NFC Infrastructure Forecast: 2012-2016
Figure 13 – Total Revenues for NFC Tags & Smart Posters Forecast: 2012-2016
Figure 14 – Forecasted Users of NFC Based Proximity Marketing Applications: 2012-2016
Figure 15 – Forecasted Mobile Proximity Marketing Platform Revenues (Outside Japan): 2012-2016
Figure 18 – Digimarc Discover App
Figure 17 – Snap Tag

Ordering:

Order Online - http://www.researchandmarkets.com/reports/2101917/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.

Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

http://www.researchandmarkets.com/contact/

Order Information

Please verify that the product information is correct and select the format(s) you require.

Product Name:	Action Oriented Proximity Marketing Technologies & Platforms: Blending the Online and OfflineMarketing Channel With NFC & Barcodes
Web Address:	http://www.researchandmarkets.com/reports/2101917/
Office Code:	OC8DIRPLPTSWXU

Product Formats

Please select the product formats and quantity you require:

	Quantity	
Electronic (PDF) - Single User:	☐	€1,476
Electronic (PDF) - Site License:	☐	€2,408
Electronic (PDF) - Enterprisewide:	☐	€3,728

Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐

First Name: _____ Last Name: _____

Email Address: * _____

Job Title: _____

Organisation: _____

Address: _____

City: _____

Postal / Zip Code: _____

Country: _____

Phone Number: _____

Fax Number: _____

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)

Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card:

- ☐ American Express
- ☐ Diners Club
- ☐ Master Card
- ☐ Visa

Cardholder's Name _____

Cardholder's Signature _____

Expiry Date _____ | _____

Card Number _____

CVV Number _____

Issue Date _____ | _____
(for Diners Club only)

☐ Pay by check:

Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer:

Please transfer funds to:

Account number	833 130 83
Sort code	98-53-30
Swift code	ULSBIE2D
IBAN number	IE78ULSB98533083313083
Bank Address	Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _____

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp