

Leading chip solutions for the global identification market

With over 4.5 billion RFID-based chips sold to date, NXP Semiconductors is the world's leader in the design and manufacturing of ICs (packaged and unpackaged) used in smart labels, tags and the corresponding reader components. The company has been in RFID since 1988 and has a historical strategy to drive the technology and solutions expertise with a shared-vision with key industry partners across the value chain. NXP's most comprehensive IC portfolio covers all relevant RFID frequency bands including 125 KHz, 13.56 MHz, UHF and 2.45 GHz (LF: HITAG, HF: ICODE, UHF: UCODE, Reader IC's for LF and HF). NXP's RFID-based technology is used across a diverse set of applications – such as supply chain management and logistics functions, including pharmaceutical and livestock tracking, as well as in retail and in libraries.

The company offers its RFID technology as an open platform and is an active promoter of global standards to build the foundation for widespread adoption. NXP products meet corresponding standards, including ISO 15693, ISO 18000, ISO 11784/85 and ISO 14223/1 as well as the EPC standards. NXP has been ranked at the top of the RFID Transponder IC Vendor Matrix, the evaluation of IC vendors serving the RFID market worldwide, released by ABI Research in December 2007.

The NXP Application and System Centre improves the performance and reliability of existing RFID systems by thoroughly testing applications under real-life conditions for various industries.

Near Field Communication (NFC), a combination of contactless identification and networking technologies, is central to NXP's vision of a connected world where people can bank, shop, communicate, or connect to information, entertainment or services, safely and securely, in the blink of an eye. Developed jointly by NXP Semiconductors and Sony Corporation, NFC technology enables consumers to securely exchange and store all kinds of information, simply by bringing two devices close together.

About NXP Semiconductors

NXP Semiconductors 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. Headquartered in Europe, the company has about 27,000 employees working in more than 25 countries and posted sales of USD 3.8 billion in 2009. News from NXP is located at www.nxp.com.