

Computer science extra credit

Technology, Information Technology



New Feature for Apple Phones NFC is the abbreviation of Near Field Communication. It is a small range RFID wireless technology that employees acting together electromagnetic radio areas in lieu of the characteristic direct radio transmittances utilized by technologies like Bluetooth. NFC has been introduced in all the recent Android phone series available in the market. It allows mobile payments and is considered to revolutionize the modern day e-commerce.

(Below points are copied from [http://www. nearfieldcommunication. org/](http://www.nearfieldcommunication.org/))

“ Who benefits from near field communication (NFC)?

Busy moms checking out at the grocery store

Businessmen and women riding the subway to work

Businesses looking for faster, more secure payment methods for customers

Students touring a museum

And many more” (“ Near Field Communication: What is Near Field Communication?”, n. d.)

However Apple decided not to equip its most recent released iPhones i. e. 5S and 5C. However, the NFC in these sets has been replaced by a new unique sensor that senses fingerprints, the Touch ID. This sensor permits simple finger touch for purchases to be done from the iBooks, iTunes and Application Stores. This new sensor is much faster to operate than using manual typing procedures.

This new development by Apple is in lieu of its competitive strategy. As it focuses on

The way the mobile payments will grow

The e-commerce will evolve.

Therefore using a self manufactured technology would be more beneficial than adopting someone else. This unique Touch ID will aid in pushing purchases to the content stores of Apple. Moreover it will ensure secured transactions and will prove that finger print mechanism is much better than electromagnetic radios. This new innovation may bring revolution in the mobile payments area and its success may lead to knocking out of NFCs from other Android phones too. The only difficulty it entails is being a novel mode of interacting. However, such risks are inevitable for successful businesses.

Works Cited

" Near Field Communication: What is Near Field Communication?" N. p., Web. .