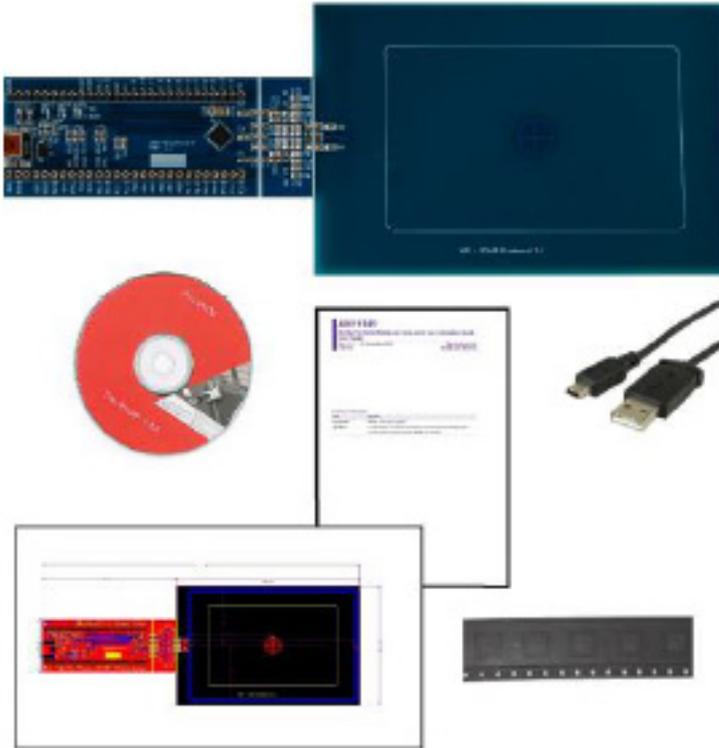


Development kit intended for NFC and point-of-sales applications



[AdvanIDE](#) [1] announced the [Blue Board Development Kit by NXP](#) [2] powered by the NXP CLRC663 IC. The bundled kit speeds time to market by giving OEMs and design houses boards, software, card samples and direct engineering support in a single package.

“Instead of using limited and expensive development resources for their NFC system development, customers can create plug-and-play solutions with the AdvanIDE development kit,” said Kay Plaumann, Line Manager RFID at AdvanIDE. “AdvanIDE and NXP have worked together to help shorten integration cycles and decrease time-to-market schedules for our customers’ finished products.”

Target applications for AdvanIDE’s NXP CLRC663 Blue Board Development Kit include: providing payment and near field communications (NFC) based couponing functionality for point-of-sales (PoS) terminals; physical access control systems, with support for all card and tag formats; public transport systems with superior levels of performance and robustness; gaming solutions that deliver a highly intuitive user experience; and eMeters and other industrial and white good applications interacting with NFC-enabled mobile phones.

As the lead product of NXP’s new generation of its high-performance proximity contactless reader IC family, the CLRC663 IC combines robust multiprotocol support, high RF output power, and low-power card detection. By implementing the passive initiator mode of peer-to-peer (P2P) communication, the CLRC663 IC enables full support for NFC-based use cases.

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“Contactless smart card usage and the NFC infrastructure continue to expand worldwide. NXP is excited to partner with AdvanIDE as they launch their reader development kit based on the CLRC663, the flagship product in our latest reader IC family,” said Paul Hubmer, General Manager, Infrastructure product line with NXP Semiconductors, the global leader in identification solutions. “This kit includes valuable technical support, enabling faster development and easing NFC adoption for industrial and consumer markets.”

AdvanIDE showed its NXP CLRC663 Blue Board Development Kit and complete NFC portfolio at CARTES 2012, November 6-8, 2012, in Booth # 4J014, Hall 4, at the Paris Nord Villepinte Exhibition Center in Paris.

Additional information can be found by visiting www.advanide.com [1].

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Links:

[1] <http://www.advanide.com>

[2] http://www.advanide.com/downloads/AdvanIDECLRC663%20blue_board_Developers_Kit.pdf