



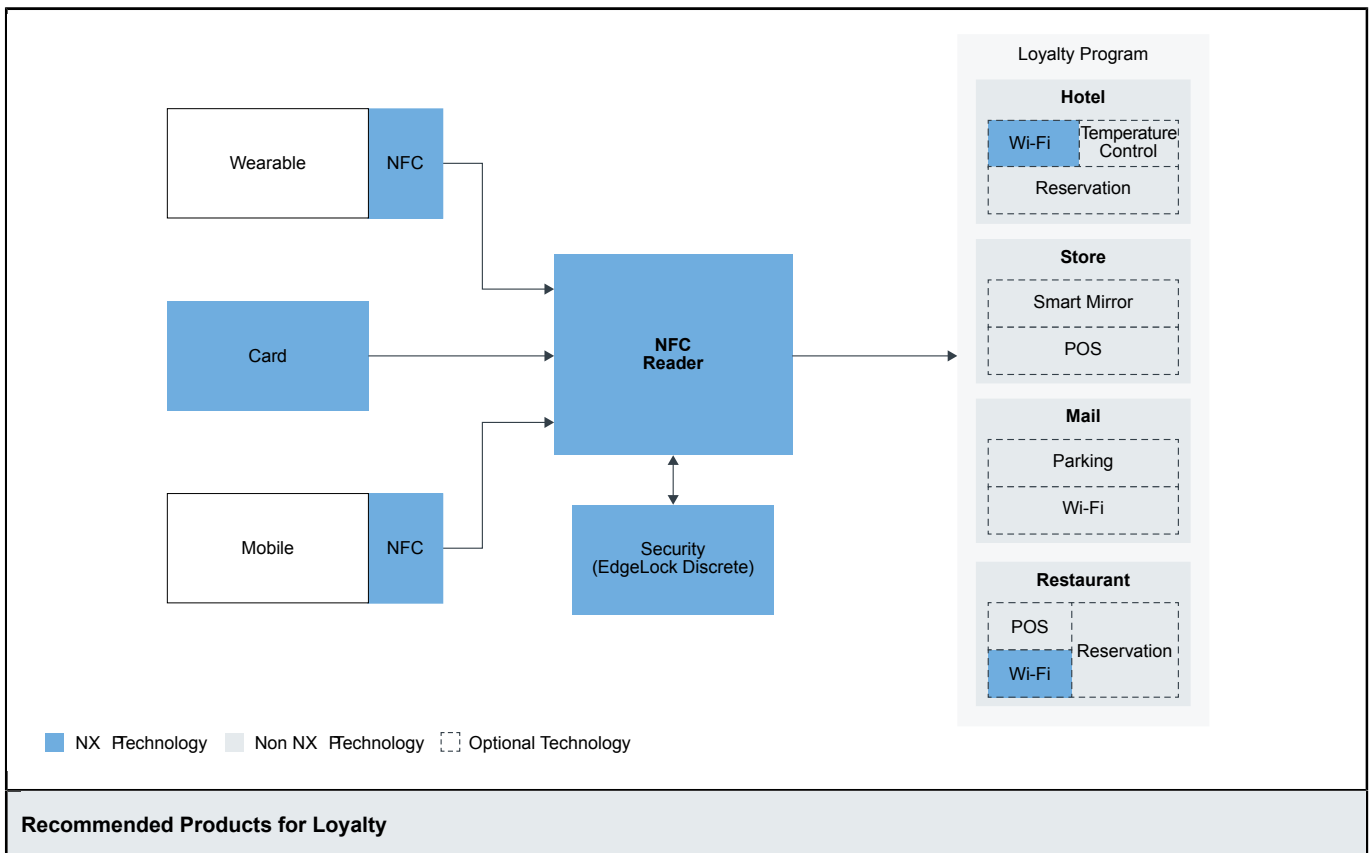
# Loyalty

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NXP's contactless RFID and NFC technologies support smart card and mobile app-based loyalty programs and help retailers to improve customer experience. Retailers can be much smarter about their approach, by monitoring purchasing habits of individual shoppers to personalize offers and drive sales.

With contactless technology, it gets easier to reward customers for purchases and allow them to benefit from exclusive offers, individualized services, and other buying privileges. Consumers can earn loyalty points and redeem them at contactless payment stations, and retailers can ensure authenticity of coupons and gift vouchers.

## Loyalty Block Diagram



NFC	
NFC Reader	<ul style="list-style-type: none"> <li>• <a href="#">PN5180</a>: Full NFC Forum-Compliant Frontend IC</li> <li>• <a href="#">CLRC663 plus Family</a>: High-Performance NFC Frontends</li> </ul>
NFC	
Security (EdgeLock Discrete)	<ul style="list-style-type: none"> <li>• <a href="#">EdgeLock<sup>®</sup> SE050</a> : Plug &amp; Trust セキュア・エレメント・ファミリ 柔軟性に優れた、IoT向けの高度なセキュリティ</li> </ul>
Card	<ul style="list-style-type: none"> <li>• <a href="#">MIFARE Ultralight</a>: MIFARE<sup>®</sup> Ultralight<sup>®</sup></li> <li>• <a href="#">MIFARE<sup>®</sup> DESFire<sup>®</sup> EV2</a></li> </ul>
Wi-Fi	<ul style="list-style-type: none"> <li>• <a href="#">2.4/5 GHzデュアルバンド 1x1 Wi-Fi<sup>®</sup> 4 (802.11n)</a> および <a href="#">Bluetooth<sup>®</sup> 5.2</a> ソリューション</li> <li>• <a href="#">88MW32X 802.11n Wi-Fi<sup>®</sup> Microcontroller SoC</a></li> </ul>

View our complete solution for [Loyalty](#).

**Note:** The information on this document is subject to change without notice.

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