

By [Kelly Franznick](#)

Near field communication

The promises and pitfalls of a technology that will change your life.

Last night I had the opportunity to participate on a panel about Near Field Communications (NFC) technology hosted by the [MIT Enterprise Forum Northwest](#). This was a great event and a really enjoyable experience for me. The panel had some great participants with focused industry experience.

After the moderated panel discussion, the audience had a chance to ask questions. Some of the best ones included:

- Technology is always used in unanticipated ways. What do you see as the unanticipated uses for NFC?
- How would a drug dealer use it?
- Isn't this just a big ad platform?

There is also a companion whitepaper available.

[Download the whitepaper](#)

Watch the presentation

At Blink, we are starting to work with clients who are preparing NFC apps and devices - but much has to happen before this technology will have the impact it should. I was invited to the MIT event because I told [Geekwire](#) in an interview that NFC was the most interesting technology on the horizon.

Check out my video of the presentation:

[Visit web page at <https://blinkux.com/ideas/nfc-think-outside-the-device> to view embedded content]