



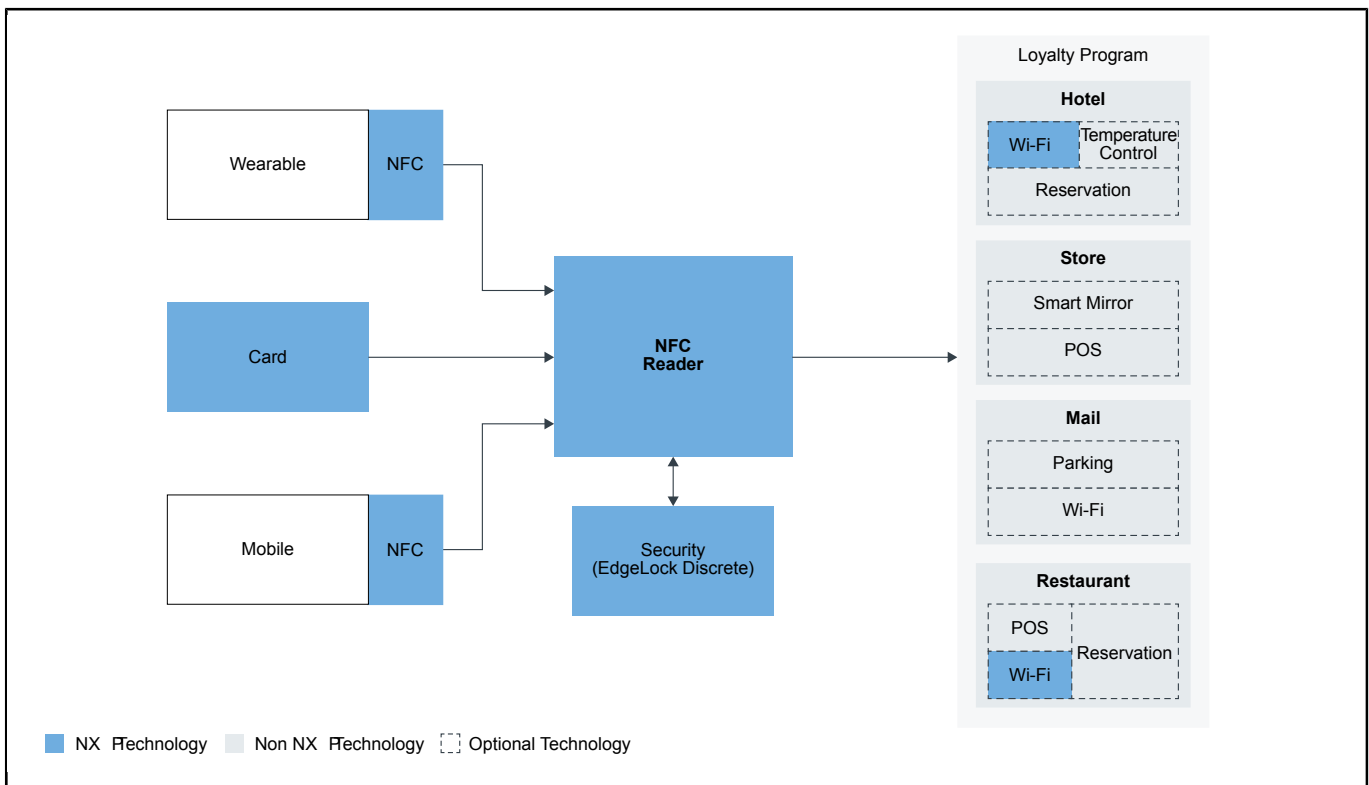
Loyalty

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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



Recommended Products for Loyalty	
NFC	<ul style="list-style-type: none"> • MIFARE Plus® EV1
NFC Reader	<ul style="list-style-type: none"> • PN5180: Full NFC Forum-Compliant Frontend IC • CLRC663 plus Family: High-Performance NFC Frontends
NFC	<ul style="list-style-type: none"> • MIFARE Plus® EV1
Security (EdgeLock Discrete)	<ul style="list-style-type: none"> • EdgeLock® SE050: Plug & Trust Secure Element Family – Enhanced IoT security with maximum flexibility
Card	<ul style="list-style-type: none"> • MIFARE Ultralight: MIFARE Ultralight® • MIFARE® DESFire® EV2
Wi-Fi	<ul style="list-style-type: none"> • IW416: 2.4/5 GHz Dual-Band 1x1 Wi-Fi® 4 (802.11n) + Bluetooth® 5.1 Solution • 88MW32X 802.11n Wi-Fi® Microcontroller SoC

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

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

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