SD Association Introduces Smart SD Memory Cards with SWP Interface for NFC

SD Association

microSD memory cards now support secure smart card value-added services

SD Association [1] has opened new markets with the addition of the Single Wire Protocol (SWP) to support Near Field Communications (NFC) features and facilitate the introduction of new business models that allow for a Secure Element to the popular microSD memory card. The smartSD memory card can provide authentication services, moving control of consumers' service applications from the service provider to the consumer. The enhanced smartSD memory card reinforces the value of microSD slotted smartphones, tablets, computers and other consumer electronic devices.

smartSD memory cards can now be manufactured by SD Association members in the popular microSD form factor in SD, SDHC and SDXC capacities. The smartSD memory cards can be purchased by, or issued to, consumers from any service provider including banks, credit card companies, retailers, transportation providers and governments. With smartSD, service providers gain a new way to differentiate their offerings with unique value-added services, addressing customers of any mobile network operators, device manufacturers and proprietary app stores. Service providers can manage the life cycle of their Secure Element using the same business process used today for other smart cards and credit cards, while mobile network operators gain a new option to support their value added services. Plus, consumers can continue to cost-effectively expand the storage of their portable devices and shrink the number of rewards, transport, bank or library cards they carry in their wallets by loading those services into their smartSD memory card.

"Completing the enhancement to smartSD marks the achievement of a strategy announced in 2011 to find new markets that would benefit from SD standards," says Brian Kumagai, president of the SD Association. "Adding smart-chip technology to microSD memory cards gives SD equipped smart phones and phablets new consumer conveniences whether they're connected to the Internet or not. We know consumers want more flexibility to expand their storage needs, and a simple way to participate in a variety of value-added services offered by a variety of companies and institutions today."

Transforming mobile CE devices into electronic wallets is possible with smartSD memory cards. Securely carrying cashless currency and paperless identification for use in making everyday purchases such as coffee, food, transportation tickets, or in receiving customized subscription services like mobile television, makes smartSD memory cards a necessity rather than a concept.

The ability to manage identity features on CE devices increases consumer control over their personal data compared to the legacy individual card per value-added service provider approach. It also gives consumers greater security than cloud-based solutions since the smart-chip enabled SD memory cards would only be active in a consumer-authorized device.

For more information visit www.sdcard.org/developers/overview/ASSD/smartsd/ [1].

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