

ABSTRACT

The present application relates to the technical field of near field communication (NFC), and discloses a NFC interaction method, a user terminal, a card reading terminal, a medium and a product. The method comprises: acquiring a scenario message broadcast by a card reading terminal (210); parsing the scenario message to obtain a target scenario identifier of a scenario where the card reading terminal is located (220); on the condition that a NFC radio frequency signal is detected, invoking a NFC management application, and selecting, by the NFC management application, a target NFC simulated card matching the target scenario identifier from a plurality of NFC simulated cards (230); determining a current NFC communication object of the user terminal as the target NFC simulated card (240); and performing NFC interaction with the card reading terminal by the target NFC simulated card (250).

[Fig. 2]