issues when the two counters are not synchronized. Accordingly, there is a need to maintain synchronization of the counter on the NFC-enabled smartcard without disabling the NFC capabilities of the smartcard.

[0007] Conventional methods related to NFC and the near-field data exchange format (NDEF) have limitations that do not allow for the functionality of an NFC tag to launch an application, prevent unintentional launches, and/or allow for a user to toggle the functionality of, for example, an NFC smartcard. These are other deficiencies exist. Thus, it can be beneficial to provide exemplary systems, methods, and computer-accessible mediums that selectively repress or turn off the read of an NFC tag by a smartphone. It can be further beneficial to provide exemplary systems, methods, and computer-accessible mediums to toggle the functionality of repressing or turning off the read, or launching of an application responsive to the read of an NFC tag, by a smartphone. Even further, it can be beneficial to provide exemplary systems, methods, and computer-accessible mediums, which can synchronize (and/or maintain the synchronization of) the counters on the smartcard and the issuer of the smartcard.

SUMMARY OF EXEMPLARY EMBODIMENTS

[0007a] According to one aspect, there is provided a system, comprising an application stored in a memory of a user device, wherein the application is configured to: launch, responsive to receipt of a digital tag associated with the application received from a first device, record a number of launches responsive to the digital tag, and transmit, to a server, a notification indicating the number of launches.

[0007a] According to another aspect, there is provided a method, comprising launching, by an application stored in a memory of a user device, responsive to a receipt of a digital tag associated with the application from a first device; recording, by the application, a

number of launches; and sending, by the application to a server, a notification indicating the number of launches.

[0007c] According to another aspect, there is provided a computer-accessible medium containing executable instructions that, when executed by a processor, configure the processor perform procedures comprising launching, by an application stored in a memory of a user device, responsive to a receipt of a digital tag associated with the application; recording, by the application, a number of launches; and sending, by the application to a server, a notification indicating the number of launches.

[0008] Embodiments of the present disclosure provide a system, method, and computer-accessible medium, which can include, for example storing on a first device a digital tag, the tag configured to be associated with at least one application on a second device, such that receipt of the tag on the second device launches the application on the second device; and emitting from the first device to a second device the digital tag; wherein the application on the second device is configured to launch in a special state when the second device is in at least one state from a pre-determined list of states.