CLAIMS

1. 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.

2. The system of claim 1, wherein:

the first device comprises a smartcard, and

the user device comprises a smartphone.

3. The system of claim 1, wherein the application is further configured to intercept digital information transmitted by the first device when the first device is in at least one state from a pre-determined list of states.

4. The system of claim 3, wherein the predetermined list of states comprises a locked state and an unlocked state.

5. The system of claim 3, wherein the predetermined list of states comprises a screen on state, a screen off state, and a state when the screen is touched.

6. The system of claim 1, wherein the application is further configured to:

receive digital information, and

prevent a second application from accessing the received digital information.

7. The system of claim 1, wherein the application is further configured to:

receive a near-field data exchange format (NDEF) payload, and

prevent execution of the NDEF payload for a period of time.

8. The system of claim 7, wherein:

the period of time is calculated from a time of an event, and

the event comprises at least one selected from the group of powering on the user device and unlocking a screen of the user device.

9. The system of claim 7, wherein the period of time is calculated from the receipt of the digital tag.

10. The system of claim 1, wherein the transmission of the notification synchronizes a counter on the user device with a counter on the server.

11. 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.

12. The method of claim 11, further comprising intercepting, by the application, digital information transmitted by the first device.

13. The method of claim 12, wherein the application intercepts digital information transmitted by the first device for a fixed time duration after receipt of the digital tag.

14. The method of claim 11, further comprising:

receiving, by the application, a near-field data exchange format (NDEF) payload, and preventing, by the application, execution of the NDEF payload for a period of time.

15. The method of claim 14, wherein the period of time is calculated from the receipt of the digital tag.

16. The method of claim 14, wherein:

the period of time is calculated from a time of an event, and

the event comprises at least one selected from the group of powering on the user device and unlocking a screen of the user device.

17. 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.

18. The computer-accessible medium of claim 17, wherein the application is launched in a visible state or a non-visible state based on a state of the user device.

19. The computer-accessible medium of claim 18, wherein the state of the user device comprises at least one selected from the group of a screen active state, a screen inactive state, a screen locked state, a screen unlocked state, and a battery power state.

20. The computer-accessible medium of claim 17, the procedures further comprising:

monitoring, by the application, a time period between a screen unlock of the user device and receipt of the digital tag;

launching, by the application, if the time period is greater than a threshold; and

stopping, by the application, the launch if the time period is less than a threshold.