



NFC Bootcamp™ is Heading to Tel Aviv

Near field communication thought leaders will demonstrate best practices for using NFC in today's connected world

DALLAS, TEXAS, USA, December 23, 2013 /EINPresswire.com/ -- [NFC Bootcamp™](#), the creator of the most comprehensive series of globally delivered near field communication (NFC) education programs, today announced the inaugural appearance of its training program in [Tel Aviv](#), scheduled for February 5-6, 2014.

The NFC Bootcamp training program helps businesses understand how to use near field communication (NFC) technology to drive brand awareness and enhance their customer experience. With the growing availability of NFC-enabled devices — whether smartphones, tablets, or wearable devices like wristbands — consumers demand a simplified, customized and personalized experience. Taught by NFC experts, this class offers best practices for using NFC to engage today's connected consumers.

The Tel Aviv NFC Bootcamp, led by Paula Berger, will feature thought leaders in the NFC ecosystem. Special reduced pricing for the two-day training program has been arranged, courtesy of NFC Bootcamp partners in the region. Registration is now open. Attendees will learn how NFC is being used in real-world scenarios — presented by people actually creating and implementing NFC solutions. The NFC Showcase is a highlight of the NFC Bootcamp, with demos of dozens of NFC products and hands-on training to help businesses build an NFC campaign immediately.

"Israel has been experiencing much interest and momentum around NFC-based solutions and how these solutions facilitate consumer engagement," said Robert Sabella, chief executive officer and founder of the NFC Bootcamp. "NFC is changing how we engage with the world around us, and businesses need to understand this – fast. Customers expect constant information, instant interaction and immediate results – all while they are on the go – and NFC can help companies meet their expectations. There is no better place to learn about near field communication than at an NFC Bootcamp."

Sponsoring and supporting organizations of the NFC Bootcamp include ISIS, Cellotape, Identive, DeviceFidelity, Poken, NFC Jobs, GoToTags and AccelerateNFC, as well as the NFC Forum and Smart Insights.

Additional NFC Bootcamp dates are scheduled for cities around the world, including Los Angeles,

London, Marseille, Orlando, Boston and Toronto. For information or to register for a class, visit <http://www.nfcbootcamp.com/event-registration>.

Organizations interested in sponsoring or speaking at an NFC Bootcamp or participating in the NFC Showcase should visit <http://www.nfcbootcamp.com/contact/> to request information.

About NFC Bootcamp (www.nfcbootcamp.com) – Based in Dallas, Texas, the NFC Bootcamp™ training series is the first internationally standardized training program of its kind and brings together knowledgeable and respected leaders in the NFC industry to share their expertise and insights. It also features the NFC Showcase™, which highlights real-world, hands-on demos of NFC technology at work from key companies in the NFC ecosystem. Cities that have hosted an NFC Bootcamp include London, New York, San Francisco, Chicago, Seattle, Dallas, Boston, Toronto, and Atlanta, with more cities being added regularly. NFC Bootcamp is part of the OTA Ventures affiliate companies. For more information and to register for any of the NFC Bootcamps, see www.nfcbootcamp.com or #nfcbootcamp.

Press release courtesy Of Online PR Media: <http://bit.ly/JVxprw>

Tracee Beebe
NFC Bootcamp
+1 972.386.9655*9972
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/182321822>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.