



NFC Bootcamp™ Makes its French Debut

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

DALLAS, TEXAS, USA, January 29, 2014 /EINPresswire.com/ -- [NFC Bootcamp™](#), the creator of the most comprehensive series of globally delivered near field communication (NFC) education programs, today announced that registration is open for its debut French event in [Marseille](#) on March 26-27, 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 Marseille NFC Bootcamp will be hosted by Provence Promotion at the Docks Atrium La Joliette. Led by Robert Sabella, the program will feature both French and American thought leaders in the NFC ecosystem. 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.

"France has led some very interesting and exciting NFC implementations recently, including using NFC at The Eden Theatre in La Ciotat to allow visitors to watch moving trailers and more; combining solar power and NFC for parking and transportation ticketing; promoting blockbuster movies via NFC in participating cafes and restaurants; and providing quick access to online local information through a 'tap' for retail stores in Paris. NFC Bootcamp is excited about its two-day training program in Marseille," 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. France has been a prime example of combining the historic with the innovative and showing how this technology impacts the way companies do business. There is no better way to learn about near field communication than at an NFC Bootcamp."

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

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