



NFC Bootcamp™ Announces Fall Schedule for 2014

Two-day near field communication training program scheduled for Cape Town, New York, London, San Diego and Dallas

DALLAS, TEXAS, USA, July 22, 2014 /EINPresswire.com/ -- [NFC Bootcamp™](#), the creator of the most comprehensive series of globally delivered NFC education programs, announced its Fall 2014 training schedule today.

NFC Bootcamp helps businesses understand how to use near field communication (NFC) technology to drive brand awareness and enhance the 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. NFC Bootcamp covers the latest technology, innovations and trends affecting both businesses and consumers, host card emulation (HCE), iBeacons, Bluetooth low energy (BLE), and EMV chip technology.

This fall, NFC Bootcamp will be visiting the following cities:

Cape Town, South Africa: August 28, 2014 - August 29, 2014

New York, New York: September 18, 2014 - September 19, 2014

London, England: October 30, 2014 - October 31, 2014

San Diego, California: November 13, 2014 - November 14, 2014

Dallas, Texas: December 11, 2014 - December 12, 2014

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.

“Near field communication 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 you meet their expectations,” said Robert Sabella, chief executive officer and founder of NFC Bootcamp. “As companies continue to evolve their business and marketing models to address the needs of the mobile

customer, they need to understand the technologies and options to engage their consumer base. There is no better place to come and understand the impact this technology is having on the way companies do business than at an NFC Bootcamp.”

Additional NFC Bootcamp dates are being scheduled for cities around the world. 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/1pAlqyA>

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

This press release can be viewed online at: <https://www.einpresswire.com/article/214987102>

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.

© 1995-2024 Newsmatics Inc. All Right Reserved.