



# NFC Bootcamp™ Returns to New York City

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*Two-day Near Field Communication training program expands curriculum to cover Beacons, Host Card Emulation and more*

DALLAS, TEXAS, USA, August 20, 2014 /EINPresswire.com/ -- NFC [NFC Bootcamp™](#), the creator of the most comprehensive series of globally delivered [NFC education programs](#), returns to [New York City](#) on September 18-19.

Rumors abound about Apple's new iPhone and the inclusion of near field communication (NFC); and the highly anticipated announcement scheduled for September may be a game changer for mobile commerce. Mobile technologies, like NFC and Bluetooth Low Energy (BLE), are an essential part of business and marketing strategy as customers expect constant information, instant interaction and immediate results – all while they are on the go. But whether it's NFC or Beacons, it's time to get beyond the rumors and the hype and find out how to create brand awareness, enhance customer experience and impact your bottom line. NFC Bootcamp New York, scheduled for September 18-19, will cover the latest technology including host card emulation (HCE), iBeacons and Bluetooth low energy, and innovations and trends within the industry affecting businesses and consumers.

NFC Bootcamp helps businesses understand how to use near field communication 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.

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.

Featured speakers and sponsors for the NYC event include New York-based Blue Bite, Advanced Card Systems Ltd., Mobile Monday New York, and tapGOconnect, with more being announced daily.

"Near field communication is changing how we engage with the world around us, and businesses need to understand this – fast," 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, as well as real-world application of these technologies. 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."

"We are excited to feature speakers like Mikhail Damiani of Blue Bite, who recently partnered with Clear Channel to bring outdoor ads to life on smartphones," Sabella added. "Our sponsor and partner, Advanced Card Systems Ltd. is providing all attendees with the technology needed to build an NFC campaign, including a software development kit, contactless readers/writers and contactless cards. And we will have exciting demos from companies like tapGOconnect whose mission is to connect people and places to content, social channels and email to keep them connected offline ... anywhere at any time."

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

About NFC Bootcamp ([www.nfcbootcamp.com](http://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](http://www.nfcbootcamp.com) or #nfcbootcamp.

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

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