



NFC Bootcamp™ Premieres New Curriculum on Beacons and Near Field Communication in New York

Two-day Near Field Communication training program welcomes Tactify™ to its New York City Bootcamp

DALLAS, TEXAS, USA, September 4, 2014 /EINPresswire.com/ -- [NFC Bootcamp™](#), the creator of the most comprehensive series of globally delivered NFC education programs, returns to [New York City](#) on September 18-19, with curriculum that covers the latest technology including Beacons and other innovations and trends within the mobile marketing and commerce industry affecting businesses and consumers.

When Apple announces the new iPhone on September 9, we may see a game changer for mobile marketing and commerce with the inclusion of near field communication. And marketers need to understand how mobile technologies 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. Whether the technology is Bluetooth low energy (BLE) running Apple's iBeacons, or near field communication, quick response (QR) codes or geofencing, enhancing customer experience and impacting bottom line results is critical to business success in today's marketplace.

NFC Bootcamp is excited to announce [Tactify™](#) and co-founder Richard Dupe as a featured speaker at the NFC Bootcamp in New York on September 18. Dupe will cover how to create campaigns using NFC, beacons, QR, and geofencing in the new module, iBeacons and NFCs: Friends or Foes, as well as conduct demonstrations. Tactify makes print media, locations or events interactive, connecting smart retail environments, location-based mobile advertising campaigns, and interactive print media – all from a self-service dashboard.

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.

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

"Mobile marketing and commerce are evolving at breakneck speeds. With more smartphones than ever in the hands of consumers, location-based technologies as well as digital out-of-home experiences, are 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."

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) – 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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