



NFC Bootcamp™ Adds Two New Speakers to New York Program January 29-30, 2015

Two-day Near Field Communication training program incorporates latest technology including beacons and other innovations

DALLAS, TEXAS, USA, January 13, 2015 /EINPresswire.com/ -- NFC Bootcamp™, the creator of the most comprehensive series of globally delivered near field communication (NFC) education programs, adds two new speakers to the [New York](#) program scheduled for January 29-30, 2015. [Mobile wallet expert](#) Tony Sabetti and NFC infrastructure expert Richard Grundy will join the impressive line-up of industry experts.

[NFC Bootcamp](#) offers best practices for engaging today's connected consumers, with a curriculum that covers the latest technology trends in mobile marketing and commerce, including beacons and Apple Pay. Attendees will learn how NFC is being used in real-world scenarios that cover mobile wallets, proximity marketing and the implications of integrating Apple and NFC — presented by NFC experts actually creating and implementing NFC solutions. The NFC Showcase™, a highlight of the NFC Bootcamp, demos dozens of NFC products with hands-on training on how to build an NFC campaign.

The 2015 NFC Bootcamp program includes three great ways to join. Day 1 provides an in-depth look at NFC, how it's used in the marketplace and its role in a comprehensive mobile marketing strategy. It also includes hands-on experience with beacons and other mobile technologies. Day 2 covers more technical knowledge and additional hands-on experience in building an NFC solution from tag to cloud-based content management software. Attendees can choose either day or the full program.

Speakers and sponsors include Blue Bite, Tactify, Mobile Monday, tapGOconnect, Flomio and TapForMessage. The event will be held at the New York Seminar and Conference Center, 71 West 23rd Street, New York.

— ABOUT NFC Bootcamp™ —

Based in Dallas, Texas, NFC Bootcamp™ is the first internationally standardized training program of its kind bringing 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

hosting an NFC Bootcamp include London, New York, San Francisco, Chicago, Seattle, Dallas, Boston, Toronto, and Atlanta, with more announced regularly. For more information visit www.nfcbootcamp.com.

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