

NFC Bootcamp Announces Dubai Dates

Near field communication thought leaders will demonstrate best practices for using NFC in today's connected world on March 24 - 25

DALLAS, TEXAS, USA, February 3, 2015 /EINPresswire.com/ -- NFC Bootcamp™, the creator of the most comprehensive series of globally delivered [near field communication](#) (NFC) education programs, today announced an NFC Bootcamp for March 24–25 in Dubai, United Arab Emirates.

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

"We are seeing huge momentum and interest around NFC now that Apple includes NFC in their phones. NFC is being deployed in many applications in Dubai and throughout the Middle East. From public transportation to ID cards and medical care to high-end NFC-enabled jewelry, the technology is making inroads into many facets of marketing and mobile commerce. We're thrilled to bring NFC Bootcamp and international thought leaders to support this momentum," said Robert Sabella, CEO and founder of NFC Bootcamp. "NFC changes 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 on the go – and NFC can help you meet their expectations. There's no better place to come and understand the impact this technology has on the way companies do business than NFC Bootcamp."

Additional NFC Bootcamp dates are scheduled for cities around the world, including New York, Chicago, London and Sydney. For more information visit <http://www.nfcbootcamp.com/event-registration>.

Organizations interested in sponsoring, speaking or participating should visit <http://www.nfcbootcamp.com/contact/> to request information.

— ABOUT —

NFC Bootcamp™ is the first internationally standardized training program of its kind bringing

together knowledgeable, respected leaders in the NFC industry to share expertise and insights. It features the NFC Showcase™, which highlights real-world, hands-on demos of NFC technology from key companies in the NFC ecosystem. Cities hosting an NFC Bootcamp include London, New York, Chicago, Seattle, Dallas, Boston, Toronto, and Atlanta, with more announced regularly. For information visit www.nfcbootcamp.com.

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