



NFC Bootcamp Adds Chaney to New York Program

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

DALLAS, TEXAS, USA, February 17, 2015 /EINPresswire.com/ -- NFC Bootcamp (TM), the creator of the most comprehensive series of globally delivered [near field communication](#) (NFC) education programs, today announced the addition of CJ Chaney, co-founder of [Smartwhere](#), LLC, to the [New York](#) program scheduled for March 19-20, 2015.

Chaney will present “iBeacons and NFC: Friends or Foes” on March 19, which covers how the technologies are used and how they co-exist as part of a mobile marketing strategy. He will also lead Campaign Camp on March 20, where attendees learn how to create a proximity marketing campaign using NFC and beacons, as well as capturing the data and analytics behind the campaign.

Chaney, a 25+ year veteran of the software industry, was a founding employee of Wavelink Corporation, a pioneer in the wireless auto-ID industry. He has also served as lead product manager for the MySpace App Developer platform where his features were used by millions of users, as well as executive producer for Bejeweled Blitz, one of the world’s most popular mobile games with millions of daily players.

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 (TM), a highlight of NFC Bootcamp, demos dozens of NFC products providing live interaction and experience with the technology.

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, Smartwhere, 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 —

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 currently hosting an NFC Bootcamp include New York, Dubai, Chicago, London, and Sydney, with more announced regularly. For information visit <http://www.nfcbootcamp.com>.

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