TrackHack™ Adds New Sponsor, Announces London Location for Hackathon

Proximity ID technologies hackathon focused on RFID, NFC and BLE mash-ups to be held at London Campus, Google Space

DALLAS, TEXAS, USA, September 9, 2015 /EINPresswire.com/ -- AccelerateNFC™ the world's only accelerator program focused exclusively on proximity technologies like radio frequency identification (RFID), near field communication (NFC), and Bluetooth Low Energy (BLE), announced today the addition of U Grok It as a sponsor for its new, global hackathon series focused on proximity ID technology solutions. In addition, the London event will be held at London Campus, Google Space.

Along with partner Flomio, AccelerateNFC created TrackHack™: The Proximity ID Hackathon to address the cross-over and interconnection among various proximity technologies used for mobile solutions. These technologies — RFID, NFC, BLE — are the basis of proximity ID solutions and will play a pivotal role in the Internet of Things (IoT).

As mobile becomes even more pervasive, so does the demand for creative mash-ups of these proximity-based technologies. To address that need, AccelerateNFC and Flomio have created TrackHack, the first ever proximity ID technology event where hackers and developers can access ALL proximity ID tech and do what they do best: create, innovate and disrupt. The hackathon focuses on solutions addressing security, marketing and advertising, social interactions, gaming, mobile payments, as well as track and trace. Participants will compete for cash and prizes and winners will be invited to join the next AccelerateNFC class.

"We are excited to welcome U Grok It as a sponsor for TrackHack," said Robert Sabella, co-founder and CEO of AccelerateNFC. "They join our impressive list of leading companies in proximity technologies from hardware and software providers to mobile marketing organizations and venture capital companies. We're also thrilled to be able to announce London Campus, Google Space as our host organization for this event."

Current TrackHack sponsors and supporting organizations include: Interact Ventures, NFC Bootcamp, Blue Bite, RFID 24/7, RAIN RFID, HID Global, University of Texas Dallas, with more joining regularly.

Registration is now open for TrackHack, November 20-22, 2015, in London, and March 11-13, 2016, in Austin. Join in the hack and win cash and prizes. Visit www.trackhack.org for more details and to register for this exciting hackathon.

SOURCE: AccelerateNFC

— ABOUT —

About AccelerateNFC (www.acceleratenfc.com) — AccelerateNFC is a technology-specific, idea incubator/seed accelerator for high potential companies in the Proximity ID space. Accelerate NFC focuses on near field communication (NFC) and other proximity ID technologies like Radio Frequency

Identification (RFID) and Bluetooth Low Energy (BLE). We bring industry expertise, mentors, resources and funding to those companies who are ready to take their ideas and products to the next level. Up to five selected companies will participate in an intensive 12-week mentoring program designed to provide access to resources normally beyond the reach of start-up or early stage companies.

About Flomio (www.flomio.com) — Disney's Magic Band™ proximity ID technology revolutionized their theme park business. Companies eager to "Disney-fy" their businesses without their own team of imagineers and billions to invest turn to Flomio, imagineers for the rest of us. Flomio creates proximity ID solutions that help enterprise clients and developers cross the chasm to Internet 3.0, the Internet of Things (IoT). Founded by industry leader Richard Grundy and funded by TechStars, Flomio is fundamentally changing the way people engage with the spaces around them by making the physical digital. Soon, 50 billion devices will regularly connect to the internet. Flomio's platform empowers enterprise customers and developers to create applications that communicate with these devices. The future is ubiquitous connectivity. The future is Flomio.

Press release courtesy of Online PR Media: http://bit.ly/1VObVNt

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