



TrackHack™ to Exhibit at NFC Solutions Summit 2015

Proximity ID technologies hackathon focused on RFID, NFC and BLE mash-ups to be featured in Start Up Pavilion

DALLAS, TEXAS, USA, September 30, 2015 /EINPresswire.com/ -- TrackHack™: The Proximity ID Hackathon, the world's first and only hackathon focused exclusively on proximity technologies like radio frequency identification ([RFID](#)), [near field communication](#) (NFC) and [Bluetooth](#) Low Energy (BLE) will be exhibiting at NFC Solutions Summit 2015, October 7-8, in Phoenix, Arizona. AccelerateNFC and partner Flomio will be introducing TrackHack in the Start-Up Pavilion in the Exhibit Hall.

As mobile becomes even more pervasive, so does the demand for creative mash-ups of proximity-based technologies which power the Internet of Things (IoT). To address that need, AccelerateNFC and Flomio created TrackHack, which focuses on the cross-over and interconnection among various proximity technologies — RFID, NFC and BLE — used for mobile solutions. It's the first hackathon of its kind where hackers and developers can access ALL proximity ID technology and do what they do best: create, innovate and disrupt.

According to Robert Sabella, co-founder and CEO of AccelerateNFC, "NFC Solutions Summit's focus this year is on smart secure mobile payments and non-financial NFC Apps. We felt this was a perfect venue to introduce TrackHack to the NFC community. TrackHack: The Proximity ID Hackathon, focuses on solutions addressing security, marketing and advertising, social interactions, gaming, mobile payments, as well as track and trace." Sabella added, "This directly aligns with NFC Solutions Summit's expanded look at the growing NFC ecosystem."

NFC Solutions Summit 2015, presented by the Smart Card Alliance in partnership with the NFC Forum, is the leading North American showcase for the burgeoning technology of Near Field Communication. The Summit arrives in Phoenix, Arizona, October 6 - 8 with an in-depth look at recent developments in NFC devices and add-ons, the status of the growing NFC ecosystem, the growing world of NFC-enabled payments, a focus on NFC security and updates on market forecasts.

Randy Vanderhoof, executive director of the Smart Card Alliance noted, "We are happy to have AccelerateNFC and Flomio introduce TrackHack to the NFC community in the Start Up Pavilion at this year's NFC Solutions Summit. There is a real need for continued awareness and innovation in order to drive NFC adoption, and this program provides real, actionable development to help meet that need."

Those wishing to attend can register at www.nfcsolutionssummit.com using promo code 50PRC-DISC and save 50 percent off the price of the event, courtesy of AccelerateNFC.

Registration is open for developers for the upcoming TrackHacks, November 20-22, 2015, in London and March 11-13, 2016, in Austin. Participants will compete for cash and prizes and winners will be invited to join the next AccelerateNFC class. 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. AccelerateNFC 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 NFC Solutions Summit (www.nfcsolutionssummit.com) — The NFC Solutions Summit 2015 is the leading American showcase for the burgeoning technology of Near Field Communication arrives in Phoenix this October with an expanded look at developments in new NFC devices and add-ons, the status of the growing NFC ecosystem, the growing world of NFC-enabled payments and other applications, NFC security and other implementations, and American and international market forecasts. With hundreds of millions of NFC smart phone handsets in place, the market is poised for the introduction of applications and services enabling quick transactions, ticketing, digital content exchange, advertising and marketing services, secure identification, physical and logical access, social networking and communication between electronic devices. The authoritative expertise of the Smart Card Alliance and NFC Forum brings together a broad base of industry players in a conference event that features leaders from every relevant sector for an interactive, instructive forum on the NFC business issues, implementation milestones, and technology advancements.

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/1FIJ4pR>

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