TrackHack™ Welcomes Blue Bite as Gold Sponsor for Proximity ID Hackathon

Hackathon focused on RFID, NFC and BLE mash-ups adds leading mobile marketing solutions provider focused on connecting mobile users to physical touchpoints

DALLAS, TEXAS, USA, October 6, 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), announced today the addition of Blue Bite as a Gold sponsor for its new, global hackathon series focused on proximity ID technology solutions. Blue Bite's CEO and co-founder, Mikhail Damiani, will also serve as a judge for various challenges.

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. TrackHack is 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, a competitive program where selected companies participate in an intensive 12-week mentoring program designed to provide access to resources normally beyond the reach of early stage companies.

"We are excited to welcome Blue Bite as a sponsor for TrackHack," said Robert Sabella, co-founder and CEO of AccelerateNFC. "With focus on connecting mobile users to physical touchpoints in the real world, Blue Bite has been in the forefront of creating and implementing mobile solutions since 2007. They bring an impressive record of hundreds of successful out-of-home mobile campaigns for some of the most well-known brands in the world, adding their unique expertise to our sponsor and judging panel."

Sabella added, "Mikhail Damiani's hands-on experience and knowledge of near field communication, BLE beacons, Wi-Fi and geofencing implementations will greatly benefit developers challenged with building new ways brands can engage their customers when it is most valuable — at the point of decision."

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

Registration is now open for TrackHack, November 20-22, 2015, in London at London Campus, a Google Space, 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.

About Blue Bite (www.bluebite.com) — Blue Bite is a leading mobile-marketing solutions provider utilizing a targeted, location-based approach to reach captive audiences on their mobile devices by leveraging NFC, BLE, QR, WiFi, SMS, geofencing and other technologies. Blue Bite has partnered with many of the leading Out-of-Home and Retail Companies in the world and prides itself on creating interactive two-way engagements by enabling consumers to connect with digital and traditional media, retail stores and merchandise via their mobile phones. For more information, please visit www.bluebite.com and follow the latest updates and developments on Facebook and Twitter.

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