



JUNE 3-4, 2014
AUSTIN, TEXAS

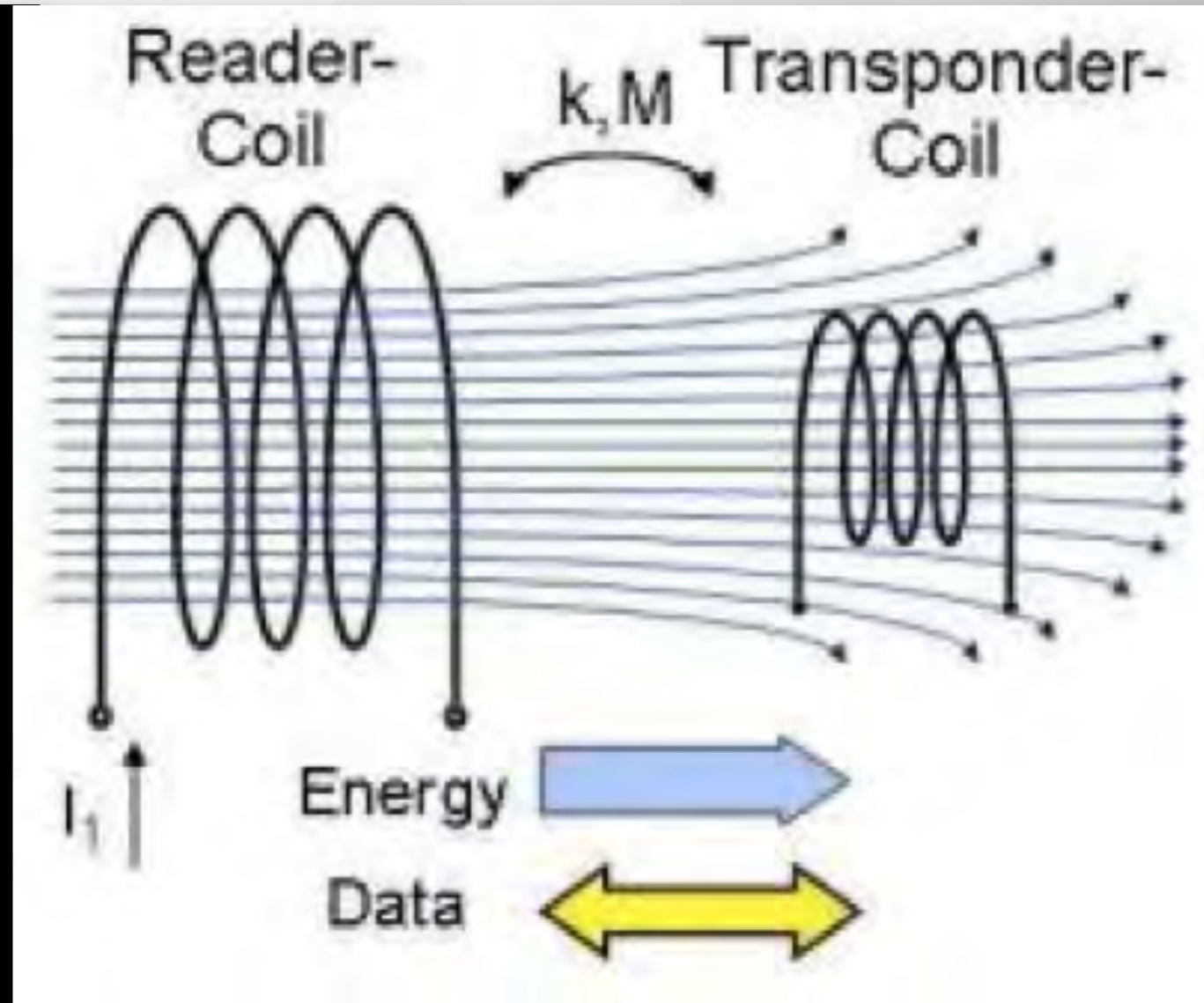
Technical Resources, What Tech Works

Richard Grundy
@flomio

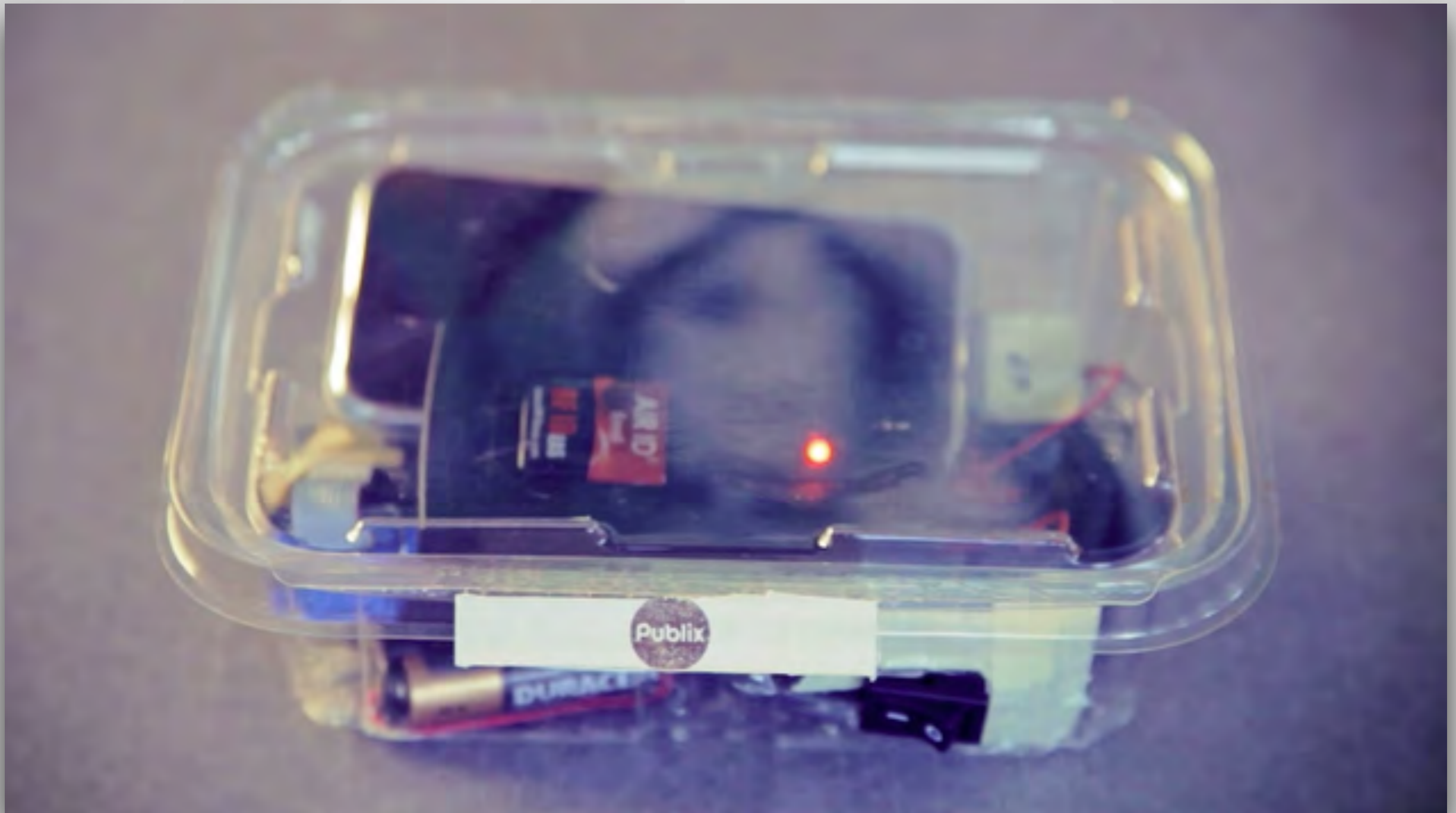
ACCELERATE NFC

flomio

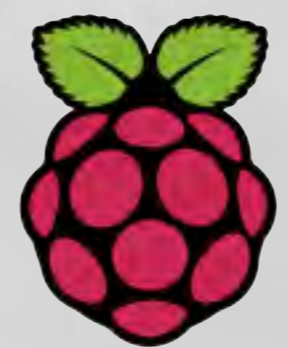
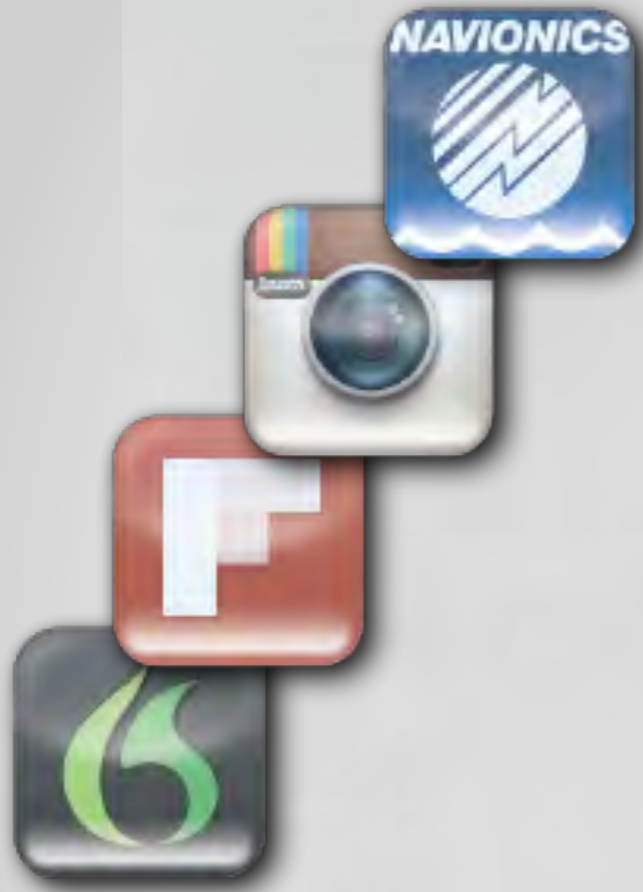
NFC 101



Back in the Day



First Set of Tools



Attendance



NFC
reader



Soda Dispensing

USB Hub

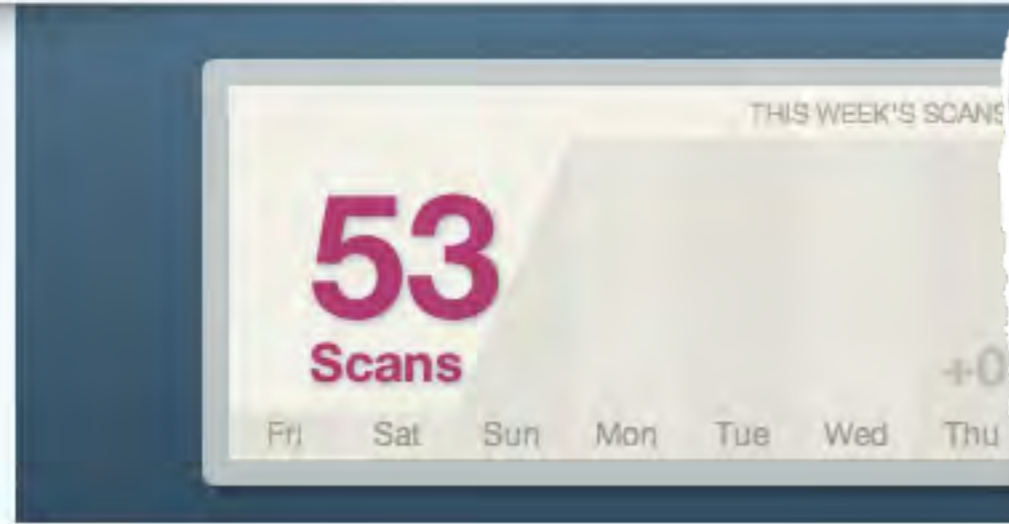
Speaker

Multi-reader support



Scavenger Hunt

CHECKKINS



mentor

Richard Grundy

Greg Cervený

Dale Emmons

Yuri Zapuchlak

Chris Yoder

Michael Sitarzewski

Sean Harmer

Colin Loretz

Ryan Bolyard

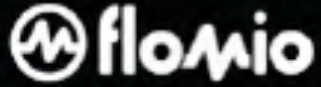

Nate Aune



Retail



Photo Tagging

REGISTER YOUR WRISTBAND

? ? ? ? ? ? ? ? ? ? ? ?

PLEASE ENTER YOUR CODE

A	1	2	3
B	4	5	6
C	7	8	9
D	E	F	0



Chasing Ubiquity



FloJack

The World's
Most Practical
NFC Reader



is the experience engine enabling new
conversations and connections between
customers, merchants and brands.



Mobile Works Best

- Seamless
- Flexible
- Low Cost
- Self-Service



Anatomy of NFC Solution

Web Services

Middleware

Readers

Tags

Tags

Basic



3D



Multi



Apparel

Security

Sensor

Readers

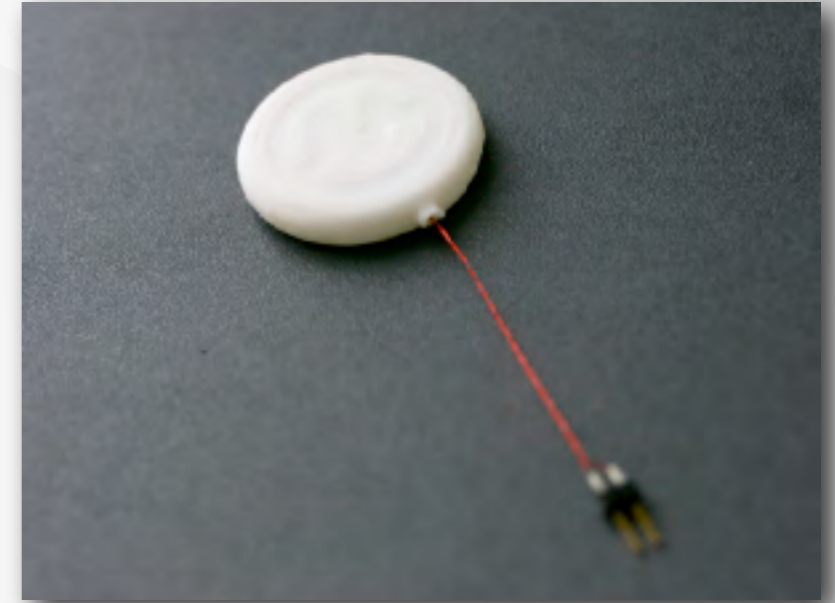
Basic



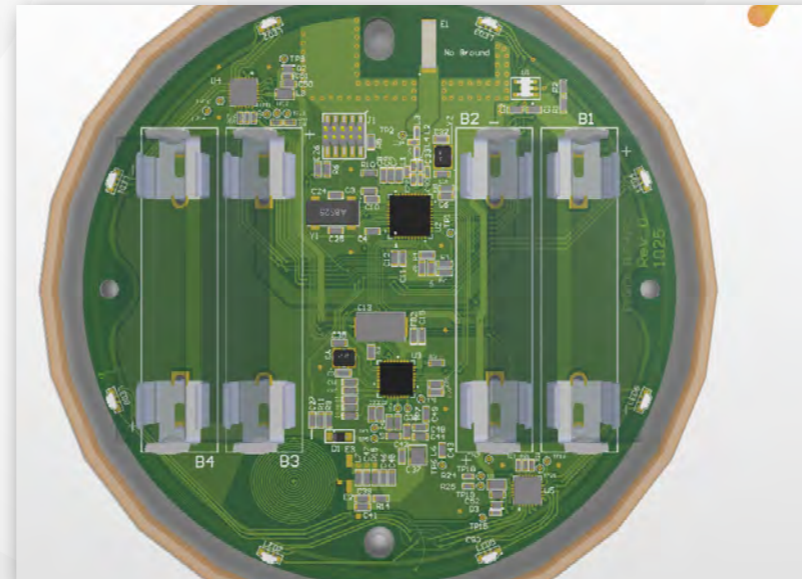
FloJack



Patch



Trident



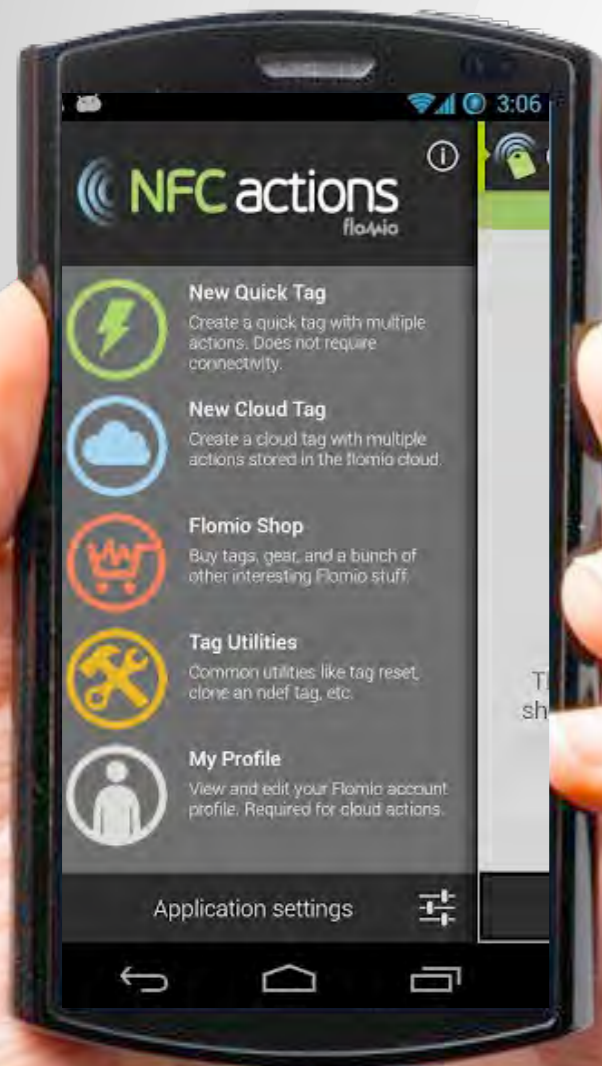
FloBLE



ACR35

Middleware

NFC Actions



NFC Kiosk



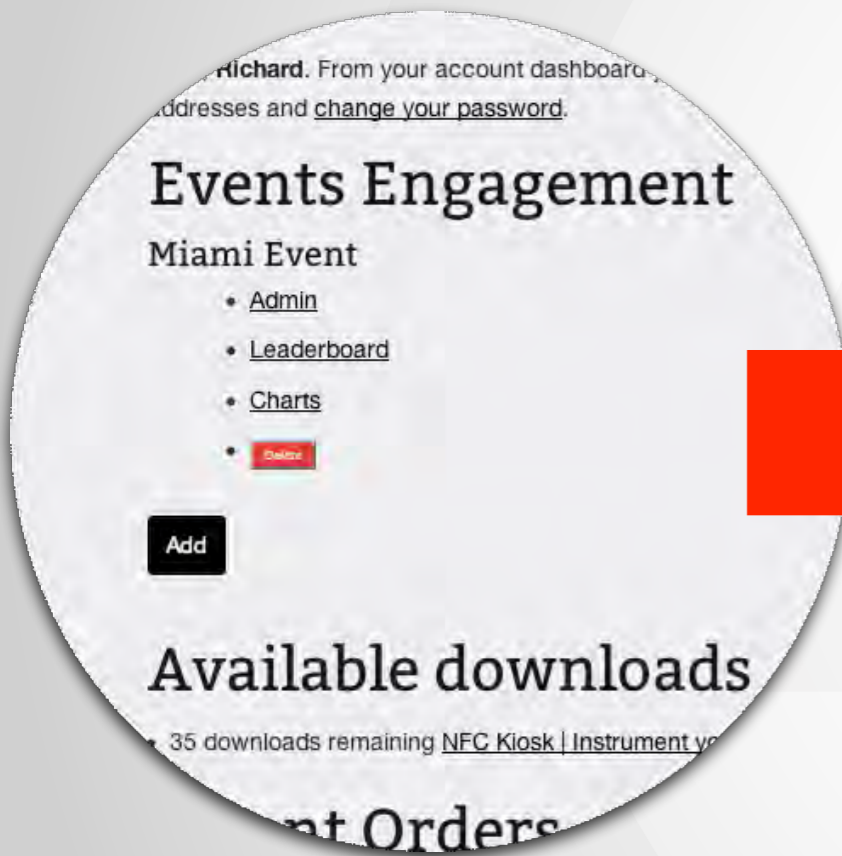
Web Services



SaaS - Analytics - Big Data

Live Demo

1.



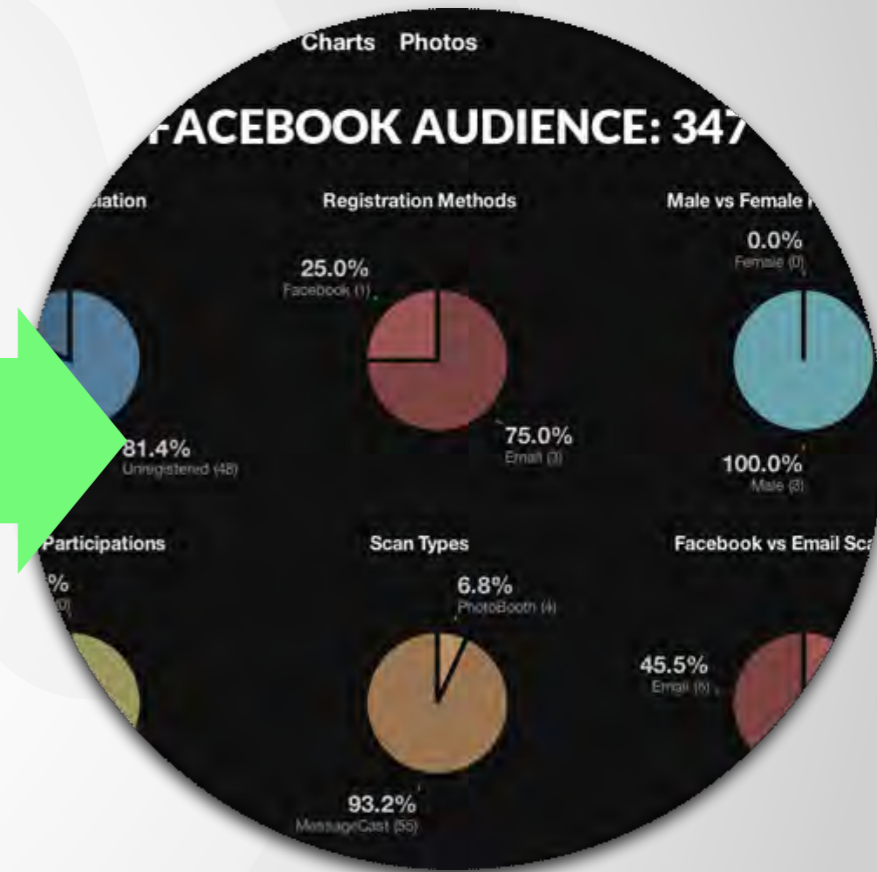
Create event and
get SW+HW

2.



Pass out tags for
Guests to register

3.



Manage event and
track engagement

flomio

----- Making Digital Physical. -----

Get in touch.

richard@flomio.com

Industry: HW + Web Services

Business Model: Store + PaaS