**Taggpoint Connected Experience Enterprise Platform Powers Somerset County “Passport To The Big Game” Contest**

**Taggpoint selected for multi-channel marketing campaign**

NEW JERSEY – January 27, 2014 – Taggpoint LLC today announced the company was selected by Somerset County (NJ) Tourism to power the “Passport To The Big Game” contest enabling participants to use their mobile devices to scan posters equipped with Near Field Communication (NFC) solutions and QR Codes. Participants are then directed to an online contest entry form and the opportunity to win exciting prizes.

Charles Smith, co-founder of US-based Taggpoint, explained, “Because the ‘Passport To The Big Game’ posters and other media contain NFC tags and QR Codes, users do not necessarily have to download an app to enter the contest. Entries are seamless and frictionless – users simply scan the NFC tag with their NFC-enabled device or use their camera-equipped smartphone to read the QR code, and their device is instantly directed to the contest entry form.”

Somerset County Tourism is running the contest from January 9th through February 1st, 2014. The contest is a series of special events and offers presented by local businesses to get residents and non-residents pumped up for The Big Game. “Taggpoint has been a great partner for the program,” said Jacqueline Morales, Director of Tourism. “The mobility solutions enabled by the Taggpoint Connected Experience Platform allowed us to easily roll out our county-wide program and monitor its progress. We receive ongoing analytics reports which enable us to ensure the success of the contest.”

To learn more about the ‘Passport To The Big Game’ program, visit [www.TheBigGameNJ.com/](http://www.TheBigGameNJ.com/), and visit [www.VisitSomersetNJ.org](http://www.VisitSomersetNJ.org) for information about Somerset County.

To learn more about Taggpoint’s multi-channel marketing, sales and information transfer solutions view our [product line](http://www.taggpoint.com/products) or visit our [website](http://www.taggpoint.com/).

About Taggpoint LLC

Taggpoint powers Connected Experiences between users and brands by connecting the digital world to the real world through new technologies such as Bluetooth Low Energy (BLE), Near Field Communications (NFC) and more.

Taggpoint’s Connected Experience Enterprise Platform is a collection of analytic, optimization and campaign management tools that empower businesses to make informed decisions and ensure the success of their mobile device-focused marketing programs.

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