David Shalaby
TapTrack NFC Solutions
1-800-293-6094
info@taptrack.com

FOR IMMEDIATE RELEASE: 05/22/15

**Tagstand and TapTrack unite to empower Near Field Communication**

NFC solutions specialist TapTrack has announced a partnership to distribute wireless readers and NFC event solutions through Tagstand.com, a leader in NFC products and custom tags. Called the TappyBLE, the wireless reader connects to iPads and Android tablets using low energy Bluetooth (BLE) to bring NFC capability to all devices. Ideal for cashless payments, gaming, medical devices, access control, and social media activation, the TappyBLE is the first of a series of wireless readers being developed at TapTrack with WiFi and GSM models on the way.

"The Bluetooth connected reader from TapTrack has the most sophisticated NFC firmware of any reader on the market" says TapTrack CEO David Shalaby. "With Tagstand's reputation and roster of Fortune 500 clients, it makes an ideal channel partner for us." Tagstand CEO Tim Wang adds "by providing a simple interface for everything from simple tag detection to NFC passport decoding, the TapTrack readers are ideal tools for those customers that don't want to develop a lot of NFC middleware from scratch"

Although NFC is becoming more popular in mobile devices, many tablets and in particular iPads do not include the feature. With increasing interest in the technology, the need for easy-to-use readers that can interface with any device is becoming more urgent. Currently only USB and audio jack readers are available, and the development kits supplied require time and NFC expertise to work with. Moreover, Android tablets cannot charge while an NFC reader is connected via USB, making it infeasible in may kiosk applications. The TappyBLE will contain sophisticated NFC middleware that can reduce development time by months and be powered independently of the tablet thereby freeing up the USB port for continuous charging.

About TapTrack: TapTrack is a Near Field Communications (NFC) solutions provider. Its unique NFC platform enables fast implementation of even the most complex near field projects saving clients months of development. In addition to the NFC platform, TapTrack develops NFC readers with Bluetooth, WiFi, and GSM connections for applications such as cashless payments, interactive events, lead capture/gathering for tradeshows, secure tags for product authentication, e-passport scanners, outdoor advertising and job site check-in systems .

About Tagstand: Focused on NFC, Tagstand sells hardware, software, and solutions. Our satisfied customers range from the consumer to enterprises. We enable individuals to use NFC with their smartphones to enhance their lives. At the other scale, Fortune 500 companies count on us to deliver NFC solutions and support