

Project Data

Project: Midtown Athletic Club
2300 Royal Palm Blvd.
Weston, FL 33326

Client: TCA Holdings, LLC
Chicago, IL 60618

Website: www.midtown.com

Wardrobe Lockers: Rose Custom Cabinets
Mundelain, IL 60060

System Integrator: MultiPASS-iD
Minneapolis, MN 54420

Management Software: CSI Software
Houston, TX 77098

GANTNER Products: Access Control
Check-In/Out
Electronic battery locker locks
Info Terminals

Installation: MultiPASS-iD,
Minneapolis, MN 54420

Completion: November 2013

Photos: Oriol Tarridas Photography

Local Partner: multiPASSiD
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Midtown Weston is The Place for Fitness, Tennis and Fun

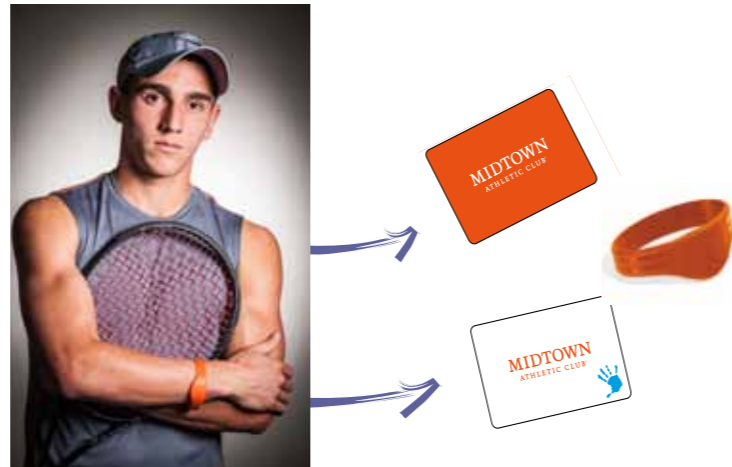
Midtown Athletic Club in Weston is a resort-like athletic facility that is easily the club of choice for South Florida residents. Members enjoy 25 world-class outdoor tennis courts, three pristine swimming pools, the latest fitness equipment and training programs, contemporary dining and social spaces, and a full service spa and salon. Midtown also offers something different for an athletic club – people getting to know each other and genuinely having fun as they get fit.

Cutting-edge technology is an important part of the member experience at Midtown. In particular, each member receives a personalized membership card or wristband that facilitates checking-in at the club, locker usage and electronic valet at all point of sale stations.

Wristbands

The contactless GANTNER wristband uses the latest RFID (radio frequency identification) technology so that members only need to swipe it once for each function (access, lockers and POS). The wristband is fast, safe and eliminates the need for members to carry cash, cards or different types of keys around the club. The wristbands are made from a durable silicone material, customized to Midtown's colours, making them an effective and attractive extension to the club's branding.

Since we introduced them, feedback has been overwhelmingly positive, and members have been choosing them over traditional access cards 100% of the time. We want our members to wear our brand proudly, and the GANTNER wristbands have served to bolster that pride.



Access control solution

GANTNER provided Midtown with access control turnstiles at the reception to effectively control check-in for different type of memberships.

This will only allow members to pass through the gates if their credentials are valid at the given time period. Access control to the Kids' Town children's club is the highest priority and is only granted with a special credential.

As well as boosting the access and in-club security, the new GANTNER system has facilitated member check-in and made access control quick and easy for both members and staff.



Wardrobe Locker System

The wardrobe lockers are all retro-fitted with new doors and electronic RFID locks from GANTNER. This means that by using the member card or wristband, the lockers can be securely locked. Key handling, lost keys or cutting of padlocks is all eliminated with this solution, leaving the reception staff more time to focus on Midtown's members.

The locker number is stored securely on the membership card or wristband. If there is a locker number assigned already there is no possibility for a second locker to be used with the same membership card. Only the membership card with the assigned locker number can open the respective locker.

All locks operate in the free-locker mode, which means that people can use any locker they want. Information terminals installed in the changing rooms can display the door number of the locker used by the member, so they can never forget where they deposited their belongings.



Cashless payment system

Club members are also able to pay with the member card or wristband at any point of sale (POS) without needing to bring cash with them. User data shows that this technology lifts revenue by 30% due to the easy access to the health club billing system.



The GANTNER-Midtown partnership Interview with John Brady, COO at Midtown Athletic Clubs

What problems could you solve by implementing a fully integrated smart card solution?

We were experiencing issues with our locker locks, so we initially explored a partnership with GANTNER for their electronic locker locking system. This new technology opened up the opportunity for integration with the GANTNER point of sale system at our club entrance, which has aided our ability to check in every single guest with ease at the time of their arrival.

What are the main advantages of this integrated system solution for you as an operator and your members?

The system encourages member check-in and improves access control. It allows us to look at future technologies with equipment manufacturers. Eventually we will have the option to integrate RFID technology with our cardio equipment to create a unique member experience.

Is the branded wristband part of your brand management strategy and how do members like it?

Yes, and the feedback has been overwhelmingly positive. The wristband has been chosen 100% of the time. We want our members to wear our brand proudly, and the wristband has done nothing but bolster that pride.

How important is the security aspect of a kids club today?

The safety and security of our club members is absolutely crucial. As a family-owned and family-oriented business, ensuring a safe and secure environment for our junior members and their guardians' peace of mind is critical.



John Brady