



Project Report
Midtown Athletic Club
Weston, Florida

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

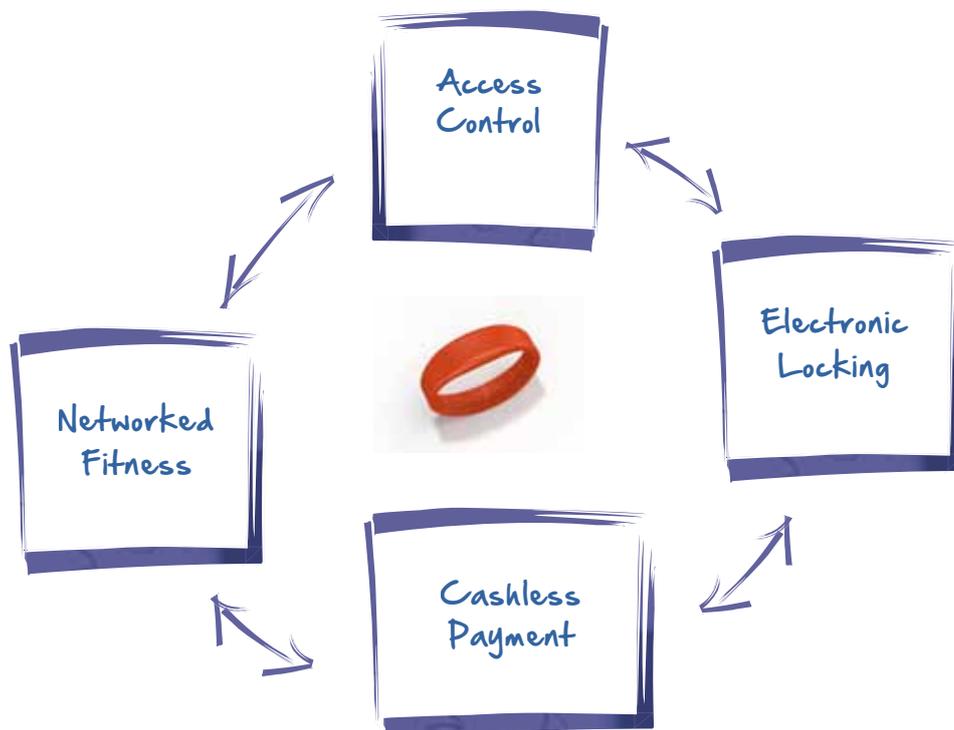
dining and social spaces, and a full service spa and salon. Midtown also offers something unique to its guests – a member experience fully supported by cutting-edge technology from GANTNER.



Wristbands

Central to the complete GANTNER solution is the contactless GANTNER wristband with integrated RFID (Radio Frequency Identification) technology. Each member receives a customized membership wristband which facilitates checking-in at the club, locker and networked fitness equipment usage, and electronic valet at all point of sale stations. From the time Midtown guests check-in to when they leave, one credential controls everything.

The wristbands are made from a durable silicon material, customized to Midtown's colors, making them an effective marketing tool. In addition to being an attractive extension of the club's branding, the wristband is convenient and allows members to enjoy a hands-free experience.



Access Control

To access the club, members must pass through check-in gates installed at the reception desk inside the main club entrance. The GANTNER access control solution effectively controls check-in for different types of memberships and ensures that only visitors with current memberships can pass through the gates, thus preventing lost club revenues.



Access control to the club's Kidtown is the highest priority and is only granted with a special credential.

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



Electronic Locking

Newly installed wardrobe lockers have been fitted with GANTNER electronic RFID locks. By using the membership wristband, the lockers can be securely locked.

All locks operate in the free-locker mode, meaning members can use any available locker. Once locked, the locker number is stored securely on the GANTNER wristband, ensuring that only the wristband with the assigned locker number can open the corresponding locker. GANTNER technology prevents the possibility of a second locker being used, and can prevent lockers from being claimed for extended periods. Information terminals mounted in the lockers rooms can display the locker number chosen by the member, so members can never forget where they deposited their belongings.

Beyond providing maximum security for a member's belongings, the GANTNER solution eliminates the challenges of key handling, lost keys and cutting padlocks, allowing the reception staff more availability to focus on member service.



Cashless Payment

GANTNER provided Midtown with fully integrated cashless point of sale stations (POS). Throughout the club, members may use their wristband to purchase club products or services without needing to present an alternative form of payment.

User data shows that this technology can increase POS revenue by 30% due to the increased convenience of this payment method coupled with its seamless integration into the club billing system.



Networked Fitness

GANTNER's RFID wristbands function with Midtown's networked fitness equipment, allowing members to fully take advantage of all club offerings with just a single wristband. By simply presenting their RFID wristband to the cardio equipment's reader, members can store and access preferred workouts, websites, and settings so that club members can get on their favorite equipment and go. It can't get more convenient.



Product Range



GAT Chipband 20



GAT Reader 750



GAT Lock 6010



GAT Writer 6300



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

What problems could you solve by implementing a fully integrated RFID system solution?

We were experiencing issues with our locker locks, so we initially explored a partnership with GANTNER for their electronic locking systems for lockers. This new technology opened up the opportunity for integration with the GANTNER cashless payment 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 the GANTNER system for you as an operator and your members?

The GANTNER system encourages member check-in and improves access control. The wristband's ability to function with turnstiles, lockers, and point of sale stations, in addition to our networked fitness equipment creates a highly unique and convenient 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. 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 orientated business, ensuring a safe and secure environment for our junior members and their guardians' peace of mind is critical.



John Brady

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
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