



Secure Access  
at the Speed of Life

## Application Note Membership-Based Clubs

People join private gyms, health clubs and country clubs to enjoy the facilities as well as the privacy and VIP treatment granted with membership. Members want to feel their clubs know who they are without having to present proof of identification at the entrance, while club staff need to be able to quickly and accurately identify who belongs and who does not.

The most common method of distinguishing members from non-members is membership cards or fobs. However, the potential misuse of membership cards or fobs by non-members who receive access cards from friends or family poses a financial burden on club management due to the loss of revenue this fraudulent activity entails. In addition, lost and stolen cards and fobs create very real security concerns.



The management of private clubs have dual responsibilities of maximizing revenue for the facilities' ownership as well as ensuring a secure and private setting for members.

These guarantees are pledged by management to ownership as a fundamental employment duty and by management to members as a sacred obligation upon joining the club.

The most desirable solution restricts unauthorized users while delivering a high level of security and seamlessly identifying members, staff and authorized guests.

FST Biometrics' IMID Access software with In Motion Identification™ provides members-only clubs with a biometric secure access solution that is non-invasive, quick, and accurate, and provides a seamless user experience. With IMID Access, private clubs can ensure that their members receive the VIP treatment they deserve, while simultaneously protecting the club from fraud, unwanted visitors and security risks.

### Technology

FST Biometrics' IMID Access with In Motion Identification™ uses a unique fusion of biometric identification technologies to identify authorized users. These include facial analytics and behavior analytics. This technology allows IMID Access to identify users in motion, with high precision, and at a distance.

IMID Access eliminates the need for members and staff to carry a membership card or related form of ID. Rather, the system recognizes the user – whose unique appearance cannot be duplicated or “shared” – and provides seamless identification and access rights based on each individual's access credentials.



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To inform club management, IMID Access automatically logs the entry and exit of all members and guests at all access points, and provides related activity reporting.

### Installation

IMID Access is easy to install. It is an open system that can be integrated with many existing security and surveillance systems or can be installed as a stand-alone identification solution. Once the system is in place, clubs register guests and employees as authorized users, allowing for exceptionally accurate identification for access to the club for members, authorized guests and staff.



### User Experience

An important component of club membership involves exclusivity, which translates into members' expectations that trespassers and non-members will be barred from the premises, unless otherwise invited.

IMID Access provides a seamless user experience for esteemed club members, identifying, and even greeting by name, each user as they approach an access point. The IMID Access biometric identification technology recognizes authorized users from a distance and as they are walking, without the need to stop and present ID.

### Conclusion

Membership-based clubs are private facilities in which people join with the expectation of exclusivity and safety. Club ownership also has its own expectations, of maximizing revenue and preventing the fraudulent access of non-members or uninvited "guests" which cut into the bottom line of the operation.

A secure access system should not interfere with members' experiences while at the club. The right solution ensures that club members receive the treatment promised to them, while protecting the facility from unwanted visitors and trespassers.

With FST Biometrics' IMID Access, club members, authorized guests and employees experience seamless secure access that heightens their feeling of privacy and security as they enjoy their time at the club and allows management to eliminate the unauthorized, and unpaid, entry of non-members.