

## HEALTH CLUB MEMBER IDENTIFICATION



### The Health Club Member Identification Problem

It's a high usage time at the Health Club and eager athletes are piling into the facility only to find the line backed up because people ahead of them misplaced or lost their ID cards. So, the person at the main desk has to decide who gets in and who doesn't based on visual recognition. In addition, a lost membership card is found by a thief who proceeds to go into the locker room and rifle lockers, taking wallets and jewelry. And, a number of your members have "loaned" their cards to their friends and these non-members take up valuable equipment from your paying members without paying a cent. Sound familiar?

How do you solve this problem? Wouldn't it be great to have a way to get rid of the cards and be 100% positive that the person entering your Health Club is a member who should be there? Wouldn't you like to have your staff spend their time solving important problems instead of being hassled by administering the ID card?

Well, you can. *identiMetrics'* biometric finger scanning identification product, *identiFi™*, will eliminate your problem and insure that each member is quickly and positively identified in a safe and cost-effective way.

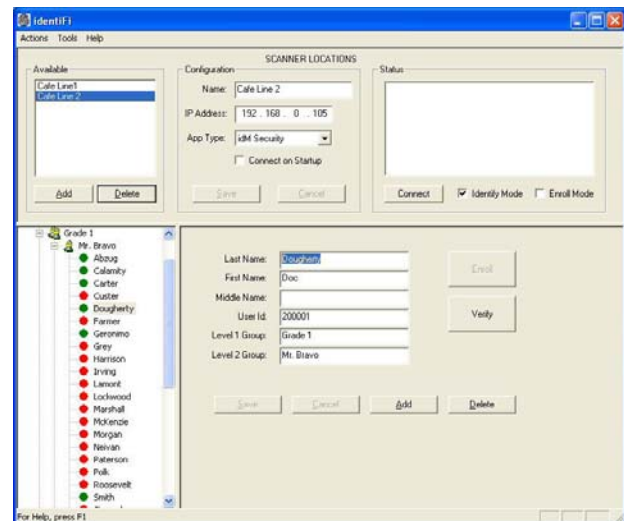


*Finger Identification Scanner*

### *identiFi™* - The Health Club Identification Solution

*identiFi™* scans a member's finger to accurately identify him or her at the Health Club. *identiFi™* can be used in any Health Club. It seamlessly integrates with existing membership tracking applications to provide positive identification of members using the Health Club services; there is no need to spend money to replace systems already in place. In addition, *identiFi™* is fully scaleable. It can operate in a single location or provide identification and access throughout the entire facility allowing Health Club Managers to control membership identification with a single common database.

*identiFi™* eliminates administrative problems and costs caused by the necessary replacement of forgotten, lost or stolen identification cards and makes sure that only paying members are using the health club facilities. The member's fingers cannot be forgotten, stolen, lost, or shared. It's something they always have with them!



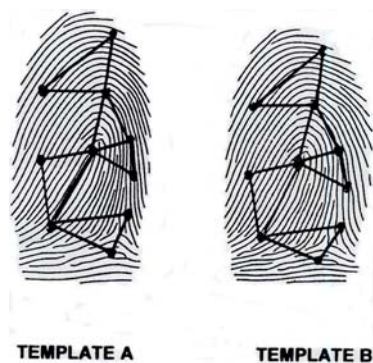
*Membership tracking databases are easily imported to identiFi™ in order to expedite membership enrollment.*

## What is biometric identification?

Biometric identification is the use of automated methods to recognize a person based on a physiological or behavioral characteristic. Biometric features include face, fingerprint, hand geometry, handwriting, iris, retina, or voice. *identiMetrics* utilizes biometric finger scanning identification in its products because it is fast, accurate, cost-effective, and non-intrusive.

## How does fingerprint identification work?

All fingerprints are unique and that makes them ideal for personal digital identification. Using fingerprint scanners, the software scans the ridges, furrows and minutiae points of the fingerprint to create individual templates that identify each person. The template is then stored in a database (Template A). At a later time, when a person places their finger on the scanner, the software again scans the fingerprint and creates a new template (Template B). The software then compares the newly created template (Template B) with those stored in the database. When a match is made, the person is identified. AT NO TIME IS A FINGERPRINT IMAGE EVER STORED. NO FINGERPRINTS CAN BE RECREATED FROM THE TEMPLATE.



## What are health clubs using today to identify and track their members?

Health Clubs require identification of their members. The most common kinds of identification currently in use are swipe cards or picture identification cards. Because members regularly lose or forget their cards, they must be frequently reissued. And they can also be stolen or used by non-members.

## **identiFi™ - Provides everything needed to identify your members. It consists of:**

- *identiMetrics*' proprietary *identiFi™* software that identifies members using their fingers.
- State-of-the-art biometric finger scanners.
- Installation, training and support.

### **About *identiMetrics, Inc.***

*identiMetrics, Inc.*, a privately held company headquartered in Malvern, PA, is a leader in the development, integration and marketing of biometric finger scanning products. *identiMetrics*' solution, *identiFi™*, is a comprehensive biometric finger scanning identification platform that provides a cost-effective and accurate biometric identification replacement for swipe card readers, bar code readers and PIN pads. *identiFi™* eliminates the problems and costs created by cards and PIN pads and gives irrefutable proof of identification for security and record keeping purposes. *identiFi™* provides a single identification solution and integrates seamlessly with different applications already in place. For more information visit [www.identimetrics.net](http://www.identimetrics.net).

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