

Read-a-Card's built-in cloud connection capability supports Keep Cool's centrally managed gym-membership model.

## ABOUT KEEP COOL

→ Keep Cool have a community of more than 500,000 members and a network of over 250 franchised gyms across mainland France and overseas. From their start in Avignon during 2002, the brand has successfully expanded in to a national network; all offering a convenient, low-cost but excellent quality service.

Keep Cool prides itself on providing their members a relaxed approach to keeping fit; at their own pace and at which ever place suits them best. Keep Cool's philosophy of 'Le Sport Bonheur®' is about fitness for well-being and feeling happier, respecting people's differences and welcoming them as they are.

## THE GROWING PROBLEM



→ With ambitious plans to scale to hundreds of thousands of members, Keep Cool needed a simple solution for franchisees to automatically enrol new members' ID cards, or to look up and update existing members' information.

Keep Cool required something that could connect the data on RFID cards/tags directly with their cloud-hosted membership database, through the web interface on front desk PCs and Macs at hundreds of gym sites.

As soon as customers are presented with their enrolled membership ID card, they then have immediate access to any Keep Cool gym, thanks also to the integration of the door access control system (Dot Origin's EdgeConnector) with Keep Cool's cloud membership database.

## THE SCALABLE SOLUTION

*"We needed an RFID enrolment solution that fitted with our cloud-based model: simple to use and easy to deploy. That's exactly what Read-a-Card does".*

**Joris Le Blansch**

Directeur des Systèmes d'Information

→ Unlike typical 'Keyboard-Wedge' card reader hardware solutions, the super-flexible Read-a-Card software can transfer formatted RFID card data direct to cloud apps from desktops or kiosks.

Read-a-Card's web server and JavaScript integration features automate the transfer of ID card information from the card reader directly to the Keep Cool web management interface, without the need for manual re-keying - which would be time consuming and prone to error.

Franchisees simply need to plug a standard low cost PC/SC RFID card reader into a USB port on their reception desk Windows PC, or Apple Mac. Read-a-Card provides the missing link between the card reader and existing software applications, whether locally or remote.

Read-a-Card captures data from all common RFID and NFC card/tag types, reading standard chip serial numbers, as well as securely encoded data on MIFARE, DESFire and iCLASS tags, without having to write any code.

Simple integration scripts enable web applications to detect and read cards and trigger functions such as new user enrolment and customer account lookup.

Read-a-Card can automate data reformatting and output to any applications through various modes of operation, including:

Data transfer to cloud / web services (Windows, Max OSX and Linux)

Keyboard emulation, application launch, logging to file (Windows only)

Read-a-Card software can be purchased for use with one or more existing compatible readers, or together with a reader as a complete kit - ready to go.

## FIND OUT MORE

Read-a-Card is a product of



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