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Thomas Heiderup  
CEO  
Lokomotion Gym

Lokomotion Gym deployed FUJITSU PalmSecure™ to authenticate its members on arrival. It provides a fast, accurate and secure ID solution and eliminates fraud.

#### At a glance

Country: Sweden  
Industry: Fitness & Wellbeing  
Founded: 2004  
Website: [lokomotion.se](http://lokomotion.se)

#### Challenge

Traditional swipe cards to authenticate members can be lost, stolen or loaned to the wrong person. They are also costly to purchase. Lokomotion Gym wanted to find a smarter way of identifying its members.

#### Solution

The gym turned to Fujitsu for advice and was shown FUJITSU PalmSecure™, a palm-vein recognition solution that makes identifying people simple. Fujitsu then developed the software to connect the device to the gym’s CRM platform.

#### Benefit

- Palm-vein recognition makes fraud impossible, saving money
- FUJITSU PalmSecure™ is fast, accurate, secure, and is easily able to cope with hundreds of members per hour
- The futuristic technology is a marketing tool, attracting new customers
- The system is totally reliable, with no downtime since installation
- Members always have their authentication with them, reducing administrative work for the gym

## Customer

Lokomotion Gym opened in Karlskrona in 2004, and has since grown to embrace around 2,000 members. It offers various exercise classes, along with strength training, free weights, cardio machines, strength machines and equipment for rehabilitation. In addition, the gym provides personal training, nutrition counselling, body measurement, fitness and training advice, as well as a rehabilitation team with sports doctor, masseuse, physical therapist, frequency therapist, chiropractor and midwife.

## Products and services

■ FUJITSU PalmSecure™

### Streamlining the ID process

We may not all go the gym as often as we should, but when members do arrive it is vital that they bring their ID to gain access to the facilities. Typically, this ID will take the form of a smart card which can be swiped at reception. However, Lokomotion Gym found this created problems that it hoped could be overcome.

"The issue with cards, firstly, is that people already carry too many cards and their first reaction on joining is frequently 'not another card to remember!'; secondly, if you forget or lose your card, it is a hassle; and thirdly, from our perspective, people can abuse membership cards by loaning them to friends," explains Thomas Heiderup, CEO, Lokomotion Gym. "We also have to pay for the cards and our supplier was not low cost."

Lokomotion was convinced there must be a smarter way to authenticate its members quickly, accurately and non-intrusively. The gym explored various options, such as fingerprint recognition, when, as luck would have it, he found himself in conversation with two of his regular members.

"Fujitsu actually have an office in the same building so I got chatting to two engineers who explained the FUJITSU PalmSecure™ device to me," adds Heiderup. "It seemed like the ideal solution for our needs and, after seeing it demonstrated on a vending machine, I knew it would work really well."

### Accurate, fast and secure

FUJITSU PalmSecure™ is a highly reliable biometric authentication method based on palm vein pattern recognition technology. It features industry-leading authentication accuracy with extremely low false rates (FAR/FRR). Furthermore, the non-intrusive and contactless reader device provides ease of use with virtually no physiological restriction for users.

"The Fujitsu team worked with Lokomotion's CRM supplier, Pastel Data, and built a new software interface that would connect the scanner to the customer database," says Heiderup. "Now members can gain access by simply using the palm of their hand. Pastel Data has been very impressed with the device and is looking at extending it to other customers."

The FUJITSU PalmSecure™ sensor uses near-infrared light to capture a person's palm vein pattern, generating a unique biometric template that is matched against pre-registered user palm vein patterns. The palm vein device can only recognize the pattern if the blood is actively flowing within the individual's veins, which means that forgery is virtually impossible.

"It is accurate, fast and secure – a separate, encrypted server stores all the palm templates and uses only membership numbers," continues Heiderup. "Of course, in rare cases, such as severe rheumatism, members may not be able to use the scanner but we can still give them a traditional card."

### A popular and reliable authentication system

FUJITSU PalmSecure™ is enabling Lokomotion Gym to process members more quickly and more accurately. Identifying each person takes under a second, and unlike ID cards, people don't need to search through their wallet or worry about inserting the card the wrong way. Moreover, it makes fraud impossible, ensuring maximum revenue.

"In one day, we might have 500-plus unique members, 130 of whom will arrive during the same 30-minute period so it has to be a smooth process and this is. It actually works out quicker than traditional cards," comments Heiderup. "It is fast, secure and it reduces fraud in a neat, high-tech package."

Lokomotion has also found that the device itself raises eyebrows among members in a positive way. The reaction to FUJITSU PalmSecure™ has been universally positive and is helping to generate interest from potential members.

"An additional benefit is the 'wow factor' which the FUJITSU PalmSecure™ creates – members think it is really cool – there's a lot of word of mouth and that encourages additional business for us, making us more competitive in a crowded market," remarks Heiderup. "From a marketing perspective, it is incredibly useful. Furthermore, a lot of corporate clients are looking at PalmSecure and thinking 'we need this for our own business.'"

Since Lokomotion implemented FUJITSU PalmSecure™ it has had no problems with the hardware; this reliability is crucial when processing hundreds of people daily. In fact, it has been so successful that the gym is looking at other areas where it might be useful.

"Right now, we have one FUJITSU PalmSecure™ at the front desk but we are looking at adding another and then potentially moving the data to the cloud for added security and scalability," concludes Heiderup. "There are also other parts of the business we could streamline and automate such as lockers and vending machines. We could even deploy an external PalmSecure device, removing the need for a conventional reception and its associated costs."

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