



Identity at the
Speed of Life

Application Note

Community Centers

Community Centers serve as an important backbone of society, acting as a hub for all ages. By nature, community centers aim to serve people of varying relationships with the center, including members, people attending classes, repeat visitors and special event attendees. Yet, hosting such a wide range of people risks turning front desk staff, the face of the community center, into gatekeepers. As a result, other key tasks, such as interacting with members and focusing on upselling new programs and services, may not receive the attention they deserve.

Community centers should have a relaxed atmosphere suitable for a gathering place of community members, but these centers still must operate responsibly and efficiently.

The most common method of distinguishing members from non-members is utilizing membership cards or fobs. However, the potential fraudulent use of these items by non-members who “share” cards of friends or family can mean the loss of significant revenue. In addition, lost and stolen cards and fobs create very real security concerns. In worst-case scenarios, unauthorized visitors may have the intention to inflict harm.



Of course, non-members are also valued guests of community centers, and are welcomed on-site under certain conditions. The ability to easily identify users plays a key role in the facility operating smoothly and fosters a warm environment.

For these reasons, community centers require an identification solution that helps the staff work efficiently and strategically by engaging members and guests more often, while simultaneously providing a safe physical environment.

Solution: Visual Identification

FST Biometrics’ IMID™ software uses a unique fusion of visual identification technologies, including facial recognition and behavior analytics. As community center members walk naturally, IMID Access’s visual identification technology identifies them from a distance and in-motion. Expected and registered guests are sent a “V-Key,” a unique encrypted QR code, which they show to the camera to gain a seamless identification experience.

IMID is an open system that can be integrated with many existing security and surveillance systems. Easy to install, once the system is in place, community centers can register members, camp attendees, class registrants and employees as authorized users who can enter and exit freely, creating an open campus environment while maintaining a high-level of identification and security.



Identity at the
Speed of Life

Application Note

Community Centers

Benefits

Return-On-Investment

- Upselling opportunities
 - 'Gatekeeper' staff at the front desk are able to spend more time engaging and interacting with members, which can increase retention and sales
- A reduction in infrastructure expenses
 - Fewer gates will be required to gain entrance
 - Elimination of keys, cards and fobs, which need to be issued and sometimes reissued for employees, members and visitors



Security with a Community Feel

- Hands-free, accurate, non-invasive and fast identification throughout the community center
- Registered users can enter and exit freely, without the need for staff to verify identities
- Allows centers to customize restricted hours or areas for different membership levels, groups or individuals
- Eliminates identity fraud and reduces exposure to fraudulent activities
- Provides efficient visitor management
- Convenient and more accurate time and attendance system

Conclusion

Community centers need to create safe spaces for fun, education and relaxation, and ensure that their facilities are functioning optimally. Management is tasked with creating the right balance to facilitate precision identification and seamless entry for a variety of individuals, including members, visitors, guests and employees.

With FST Biometrics' IMID software, members, visitors and staff alike enjoy a seamless experience. Community life is enhanced, as FST's visual identification technology provides community centers with Identity, in a welcoming environment, at the Speed of Life.