

SMART Pool Technology

The award winning SWIMTAG platform is used by leading pool operators to attract, motivate and support their swimming members.



ENHANCE your pool experience



USED BY POOL OPERATORS

to connect with their swimming community and gain valuable insights into pool usage.

USED BY SWIMMERS

to track PB's set challenges and take part in virtual competitions.

Hardware

Wristbands

The durable SWIMTAG Wristband has a streamlined design and adjustable strap which has been designed and tested specifically for swimmers, minimising any resistance in the water and ensuring a comfortable fit for all users. Made from a thermoplastic elastomer, its 100% recyclable and has excellent resistance to chemicals and UV light.

The Wristband can record up to 7 hours of continuous swimming data in a single session. Once returned to the Docking Station the Wristband is ready for the next swimmer in a matter of minutes.

Docking Station

The SWIMTAG Docking Stations issue Wristbands to swimmers, download swim data and re-charge the Wristbands. The Docking Stations can be managed by reception staff or offered as a self-service system to swimmers. Each Docking Station can manage up to 40 Wristbands with 5 bays (mini-Club SWIMTAG) or 10 bays (Club SWIMTAG) available to download and charge Wristbands simultaneously.

The Docking Stations connect to a compact computer via USB to process and upload swim data to the website.

STATS RECORDED

- ✓ **Stroke type:** front crawl, backstroke, butterfly, breaststroke
- ✓ **Rest %**
- ✓ **Swim time**
- ✓ **Total time**
- ✓ **Calories**
- ✓ **Average distance per stroke**
- ✓ **Distance**
- ✓ **Stroke rate**
- ✓ **Total number of lengths**
- ✓ **Average pace**
- ✓ **Split times**



Lane displays

Our new lane displays are a great way to further improve the user experience at any SWIMTAG pool. The robust screens let swimmers know how many lengths or how far they have swum in real time and can also be used to help them keep to a set pace. The large bright digital screen is easily seen, even through misty goggles. The swimmer simply raises their band in front of a screen when they want to see their stats. The blue foam casing means that they blend into the surroundings of the pool and there's even a slot on the top to put your "slow lane / fast lane" signs. The console itself is fully waterproof, so it can survive a dip in the pool and uses wireless charging which will last for several days. The lane displays have been hugely popular with SWIMTAG users - they no longer see their swim notification and realise they've only done 98 lengths when they were planning to do 100!

Membership integration

Swimmers can either use their existing membership cards with the Docking Station, or swipe one of the SWIMTAG cards provided with the system. Depending on the facilities point of entry system, a barcode / RFID or magnetic swipe reader will be installed with the system.

"The robust screens let swimmers know how many lengths or how far they have swum in real time and can also be used to help them keep to a set pace."



SWIMTAG is a valuable addition to Virgin Active pools as it is a cutting edge offering for our swimming members.

It is easy to use, easy to track performance and the level of follow up service provided by SWIMTAG is second to none. As a regular user of SWIMTAG myself, I recommend it both on a professional and personal level.



Glen Heidke

Head of Swimming | Virgin Active



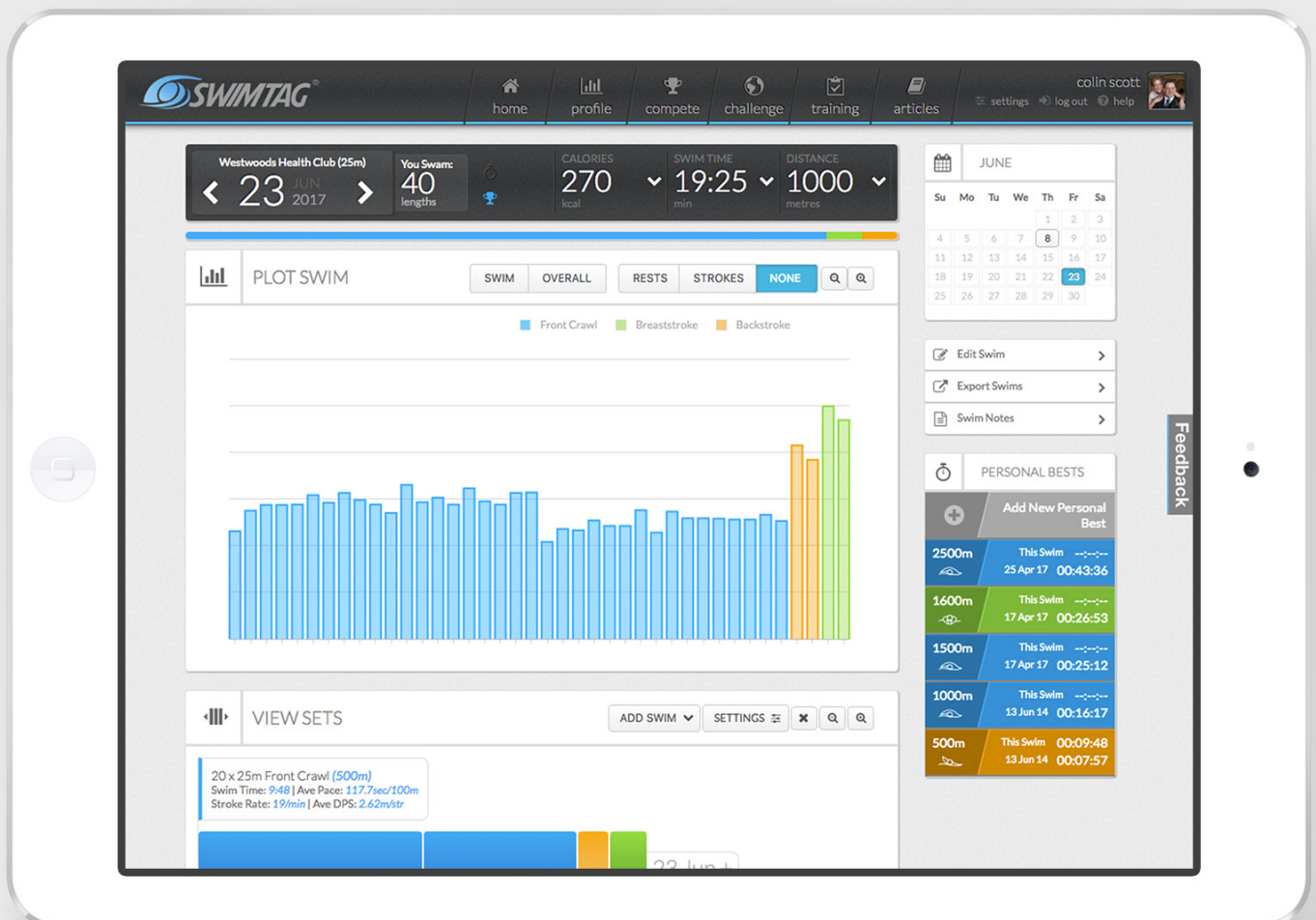
User website

See Your Swim

The SWIMTAG website has been developed with the simple aim of making swimming more sociable, interactive and fun.

The homepage provides a summary of their progress in the pool, new personal bests, competition updates, training plan progression and messages from their pool are all displayed.

“The SWIMTAG website has been developed with the simple aim of making swimming more sociable, interactive and fun.”



Swim Mates

SWIMTAG offers the chance for your swimmers to connect and become 'Swim Mates'.

This allows them to view each others achievements, cheer one another on, and message each other through the SWIMTAG website.

Compete against other swimmers

SWIMTAG competitions pitch users against their fellow swimmers in a virtual league.

Each competition has a set distance and stroke type that must be swum in order to qualify, swims are automatically checked against the criteria and the users leaderboard position is updated whenever a new time is set.

Once a swimmer has set their competition time they have a set number of weeks to improve their best time before it expires, this creates a running leaderboard of the current fastest swimmers.

Improve your swimming

The training plans allow users to join a structured swimming plan over a number of training sessions. Each plan can be customised to fit around their schedule by selecting which days they wish to train.

After completing each training session the swim is scored against the plan based on pace, stroke type and rest times, giving the user detailed feedback on each set.

Once all the training days have been completed an overall score is saved to the users profile allowing them to come back and try again to improve their score.



Your swim in detail

Set up in association with Sport England and Places for People Leisure, Rule the Pool is a new weekly competition, running Fri-Sun every week for swimmers of all levels. All users have to do is enter and swim 500m as fast as they can. When they log in, they'll see their weekly ranking and can compare themselves to other users in their pool as well as across the country, with results able to be split into age / sex categories.

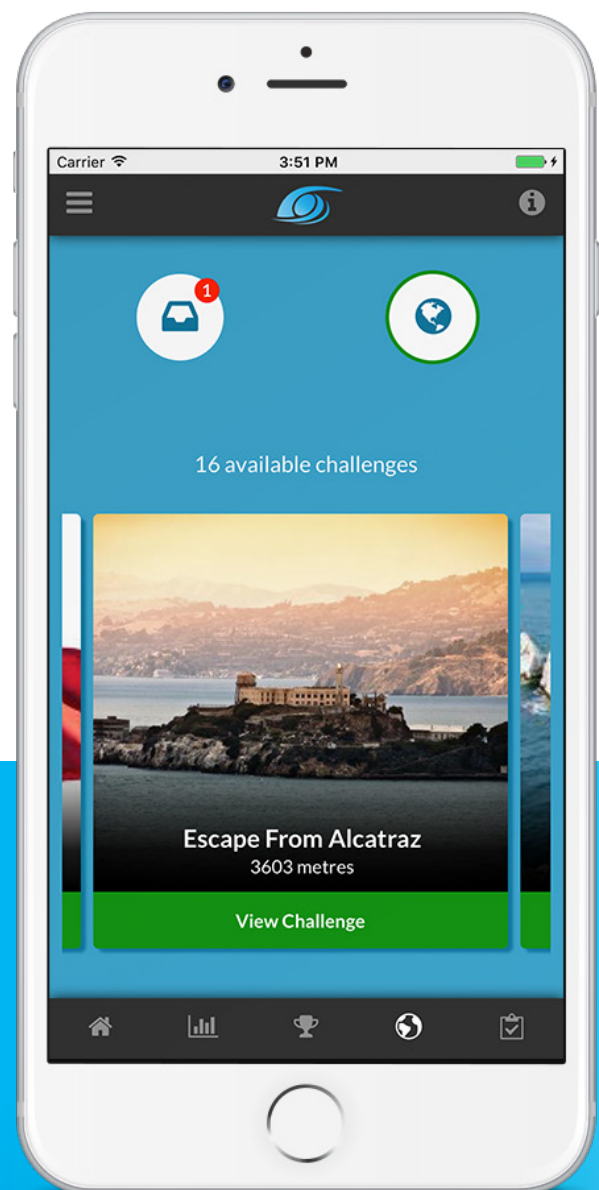
Link to your favourite apps

SWIMTAG integrates with members' favourite Health & Fitness Apps. Your members simply login to their SWIMTAG account and connect their chosen app on the settings page.

Once connected they can selectively publish their swimming data, or choose to auto-publish their swimming data which will automatically send their swim to the App as soon as its uploaded.

Rule The Pool

Rule The Pool is designed to increase participation, get existing swimmers swimming more often and also pushing themselves harder when in the water. The Rule the Pool pilot has been running for a few months at Places for People Leisure sites, with more and more people getting involved every week. After the pilot phase is over, we'll be opening the competition to every SWIMTAG pool in the UK!



SET UP A CHALLENGE

Swimmers can take on a classic swim such as swimming the English Channel, Strait of Gibraltar or Suez Canal. SWIMTAG will update their progress as they move along our interactive challenge map.

Users can invite their Swim Mates to join them in a team or race as individuals. Once started, their progress can be shared with friends and family or linked to an online fundraising page using the public link.



Operator website

Operator accounts

Operators can setup an unlimited number of accounts to the Operator website, the login allows Pool Operators to view reports on usage, view swimmers progress and manage competitions, challenges, leaderboards and digital noticeboards

Key information about pool usage is available in an instant. SWIMTAG provides a completely new insight to pool usage. You can now see who is swimming, when, how often, what members are really using the pool for and more importantly, what value your members really gain from your facilities.

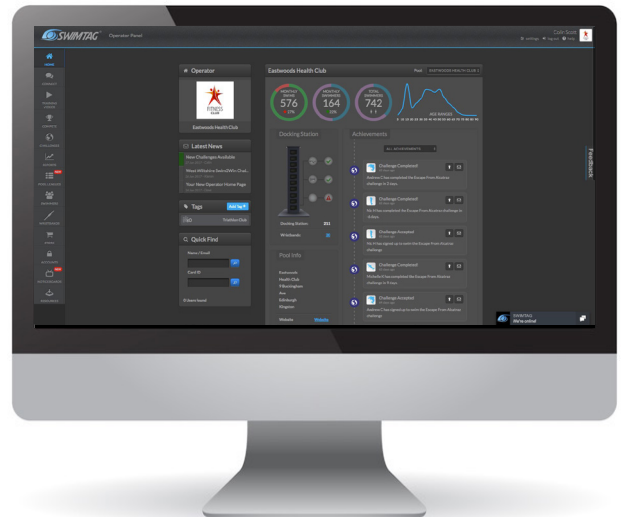
Support individual swimmers

Operators can use the analytics provided in each SWIMTAG Operator Account to engage with potential swimmers for personal coaching and lessons.

Analytics on individual swimmers provides valuable insight into usage patterns, from the busiest days of the month right down to the time spent in the pool and peak hours of the day.

Reports

The value of real data on a club membership base is widely understood. The ability to view real data on your swimmers is a new and very exciting concept. Usage data and feedback is a key indicator for product and service development, training, improving customer feedback and increasing customer loyalty.



VIEW USER ACHIEVEMENTS

Operators can see a list of all users achievements in the pool, they can cheer the user on or comment on the achievement. User achievements include:

- ✓ **Registering a SWIMTAG account**
- ✓ **Accepting a challenge**
- ✓ **Completing a challenge**
- ✓ **Setting a personal best time**
- ✓ **Beating a PB time**
- ✓ **Signing up to a training plan**
- ✓ **Completing a training plan**
- ✓ **Joining a competition**
- ✓ **Swimming the furthest distance in a single swim**
- ✓ **Setting a new fastest swim time**
- ✓ **Setting a new longest swim time**
- ✓ **Uploading 100 swims to SWIMTAG**

SWIMTAG enables us as a pool provider to get more people, more active, more often and gives us accurate reports on usage. It measures duration in the pool, frequency of swims and many more key performance indicators that are valuable for commissioners.



Susan Rossetto

Group Health and Wellbeing Manager | Places for People Leisure



Digital Notice Boards

Digital Notice Boards

Our most successful SWIMTAG sites actively promote their challenges, competition leader boards and top swimmers each and every month. All sites can already download their own client branded top 10 swimmers pdf and competition leader board pdf for a notice board on the pool side.

The SWIMTAG Digital Notice Boards are also available from your Operator account and provide you with a live customisable URL to display your active challenges, competition leader boards and top monthly swimmers on any compatible device. The Digital Notice Boards will automatically update each month minimising effort required by the site to keep promotions updated.

As well as showing SWIMTAG data, it also gives sites the option to add 3rd party images relating to events and promotions that they may have running. Sites can display their Digital Notice Board on any device with a web browser: iPad, Smart TV or simply a monitor connected to a PC. This is a great feature for any reception area, cafe or gym TV screen.

Challenges

Promote your SWIMTAG challenges at your site by including a view of the challenge map showing everyone's current progress.

Set your digital noticeboard to 'auto update' and any upcoming challenges will get automatically added to the noticeboard.

Competitions

View the latest results for both local and national competitions, allow your members to view their performance after each swim by adding them to your digital noticeboard.

Signage hardware

The SWIMTAG Digital Noticeboards can be easily loaded on your existing Digital Signage system, Smart TV or tablets. If you do not have any digital signage on-site visit our sister site Impact Digital Signage, 222 Sports offer a range of different options including freestanding totems, POS touchscreens and Digital Posters



LEADERBOARDS

Our customisable monthly leaderboards are a great way to motivate regular swimmers and reward those putting in an extra effort. Each page showcases the top swimmers at each pool, you can sort the leaderboards by a variety of statistics including:

- ✓ **Calories burned**
- ✓ **Total swimming time**
- ✓ **Total distance swam**
- ✓ **Average swim pace**
- ✓ **Average distance per stroke**

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