SMART
Pool Technology

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

ENHANCE
your aquatic experience

USED BY
POOL OPERATORS

to motivate and connect with their swimming community and add value to the swim membership.

USED BY
SWIMMERS

to monitor personal swim progression, compare performance with others and increase motivation to swim further, faster and more often.
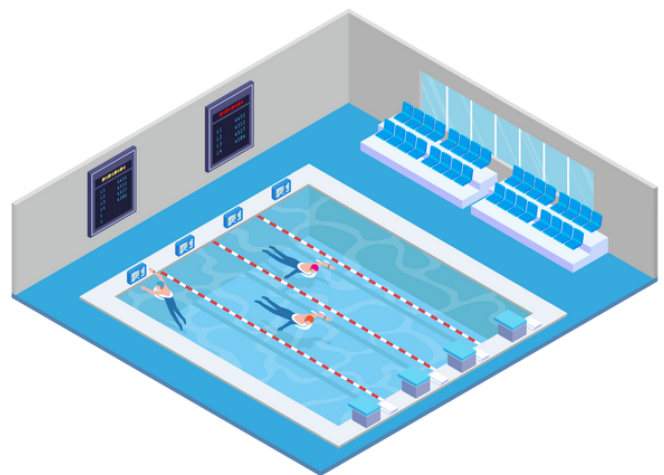
How It Works

Swimmers can take a SWIMTAG wristband band from the docking station by swiping their membership card, or they can use their own **smart watch** to record their session.

Once their swim is uploaded new users simply enter their membership number to signup at **swimtag.com**.

Whilst in the pool, swimmers can also use our **Lane Displays** for live feedback during their swim session.

Pool operators can easily display leaderboards and competition results on digital signage to showcase the current top swimmers using our **Digital Noticeboards**.

Engage
with your swimmers using exciting swim challenges, monthly leaderboards and virtual competitions to motivate and reward your members.

Add Value
Attract new members with a unique swim-focused programme and increase the value of your swim membership by including full SWIMTAG access for all.

Retain
Improve member retention by motivating your swimmers to keep returning to the pool all year around. SWIMTAG is proven to make members stick around for longer!
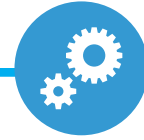
Hardware

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. The strap is 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, downloads and re-charges the wristbands. The Docking Station can be managed by reception staff or offered as a self-service system. Each tower can manage up to 40 wristbands.

The Docking Station connects to a reception computer via USB to process and upload swim data to the SWIMTAG servers, if no computers are available we can supply one to run the docking station software.
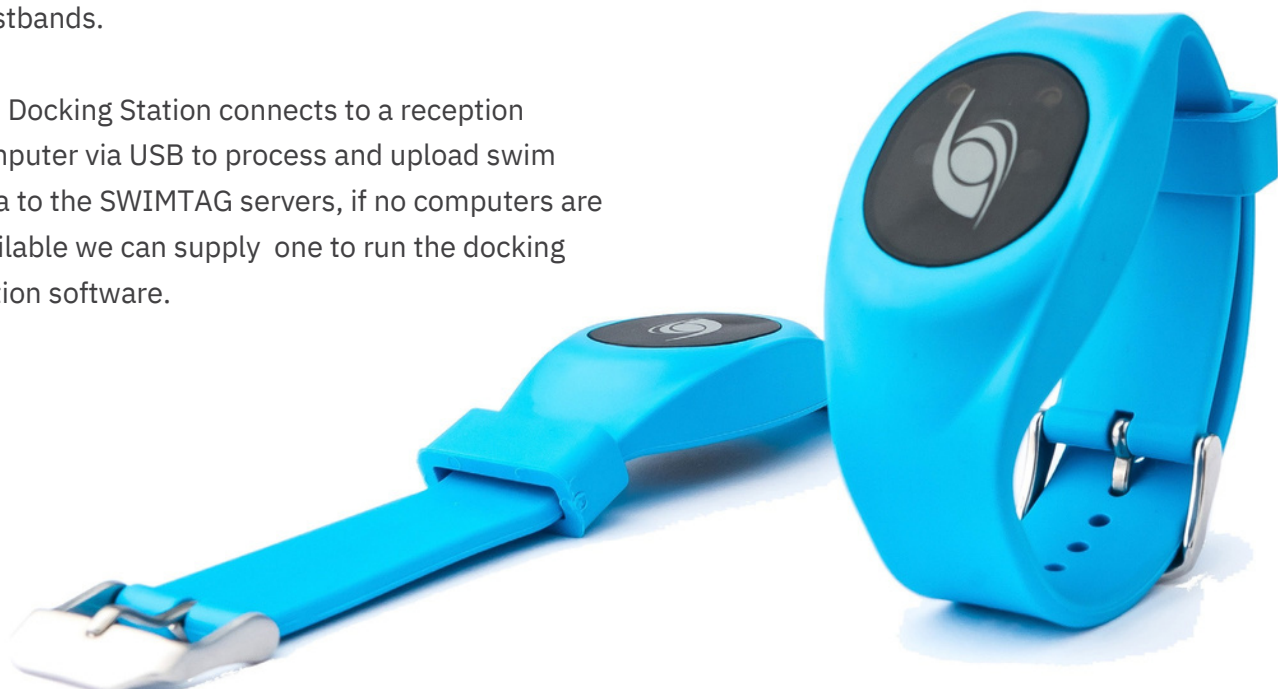
PROCESSING

Data recorded on the SWIMTAG wristband is processed using our machine learning algorithms which have been developed over 12 years and have now processed over 4 million swims.

STATS RECORDED

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

Lane Displays

Our lane displays are a great add-on to further improve the experience at any SWIMTAG pool. The robust screens let swimmers know how many laps or how far they have swum in real time and can also be used to help them keep pace, follow training plans, or check progress on a virtual challenge.

The large bright screen is easily seen, even through misty goggles. The swimmer simply raises their arm in front of a display when they want to see their stats. It is fully waterproof, so it can survive a dip in the pool.

The lane displays have been hugely popular with SWIMTAG users - the live feedback ensures you always hit your target distance or pace for a session.

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 pool's 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 laps or how far they have swum in real time and can also be used to help them keep to a set pace."

Augmented Reality

Our AR model enables
you to preview the
placement of our
Docking Station tower
in your reception areas.

To preview the model
for yourself simply scan
the QR code using your
mobile phone camera
and click 'View In 3D'.
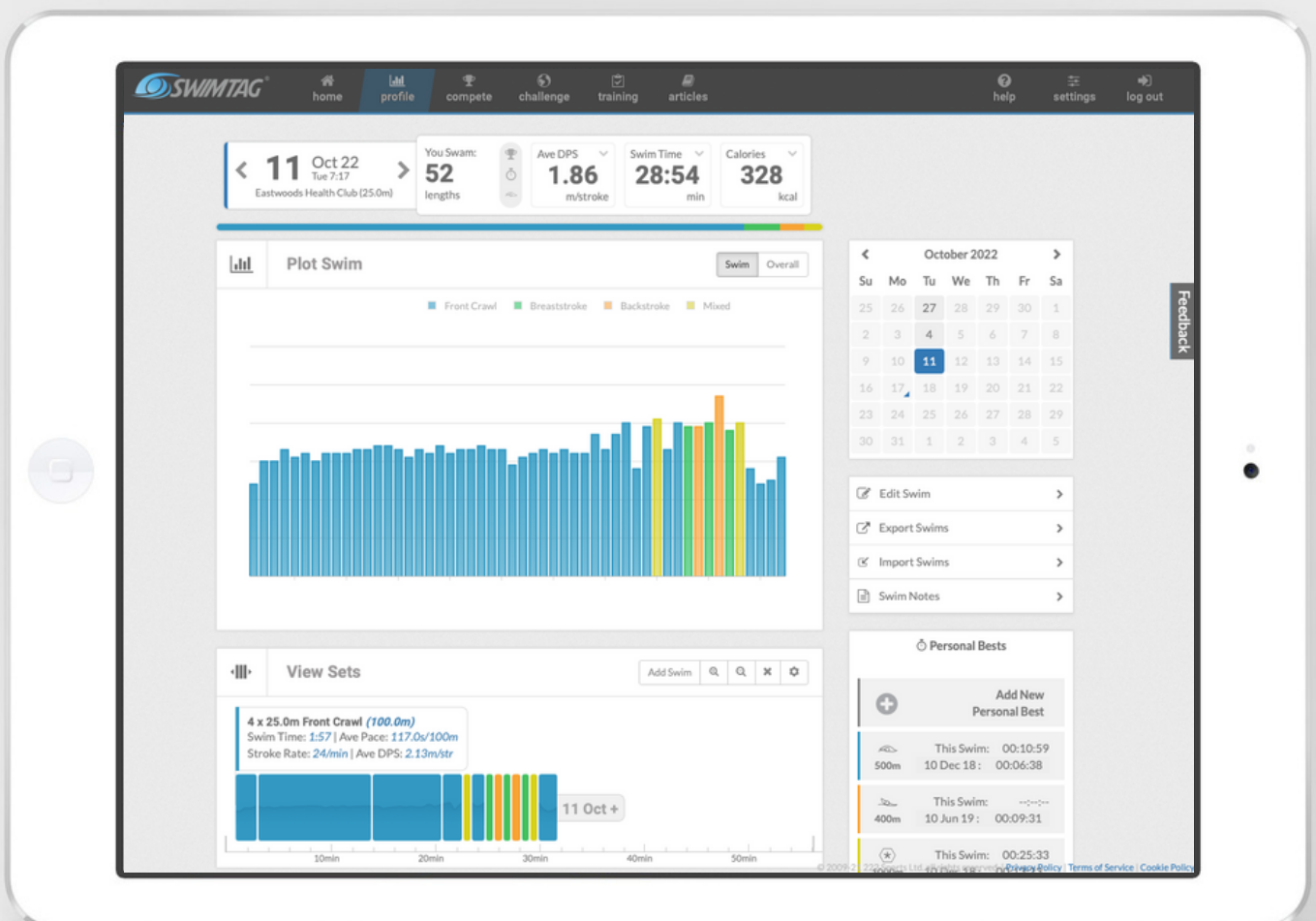
seeyourswim.com/ar-model

User Website

Swimmers can login or create their account at **www.swimtag.com** or download the SWIMTAG App for iOS and Android.

Once logged in the homepage provides a summary of your progress in the pool. New achievements and messages from their pool are all displayed in a users news feed.

The Profile page displays your swim data on an interactive graph, plotting each length and allowing you to breakdown your swim into sets.

From here you can launch the **Swim Editor** to see your swim in detail or view your overall progression over time.

"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' allowing them to view and cheer their achievements, cheer each and message each other
through the website.

Competitions

SWIMTAG competitions pitch users against their fellow swimmers in a virtual league. Each competition has a distance and stroke type that must be swum in order to qualify, uploaded swims are checked against this criteria and the users position is updated when a new time is set.
Once a swimmer has set their time they have 90 days to go faster before it expires, this creates a running leaderboard of the current fastest swimmers.

Training Plans

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 allowing you to come back improve another time.

As well as the programmes already uploaded by SWIMTAG, coaches at your pool can also customise and upload their own training plans which can then be followed by your swimmers.

National Competitions

Our national competitions run from Monday to Sunday every week, aimed at swimmers of all levels. Users simply join the competition from their SWIMTAG account, swim the required distance and their fastest time is calculated and posted to the weekly leader board. Results are emailed out to all participants on Monday morning and the leader board is cleared for the following week.

Swimmers can see their weekly results and compare themselves to other users in their pool as well as across the country, results can be split into age and gender categories.

National competitions are designed to increase participation, get existing swimmers swimming more often and to push themselves harder while in the water.

Goals

Swimmers that wish to track a specific metric can setup a Goal on their account, a Goal can be a total or an average over a time period, for example: swim 100km in 3 months or maintain an average pace of 120s/100m over 1 year.
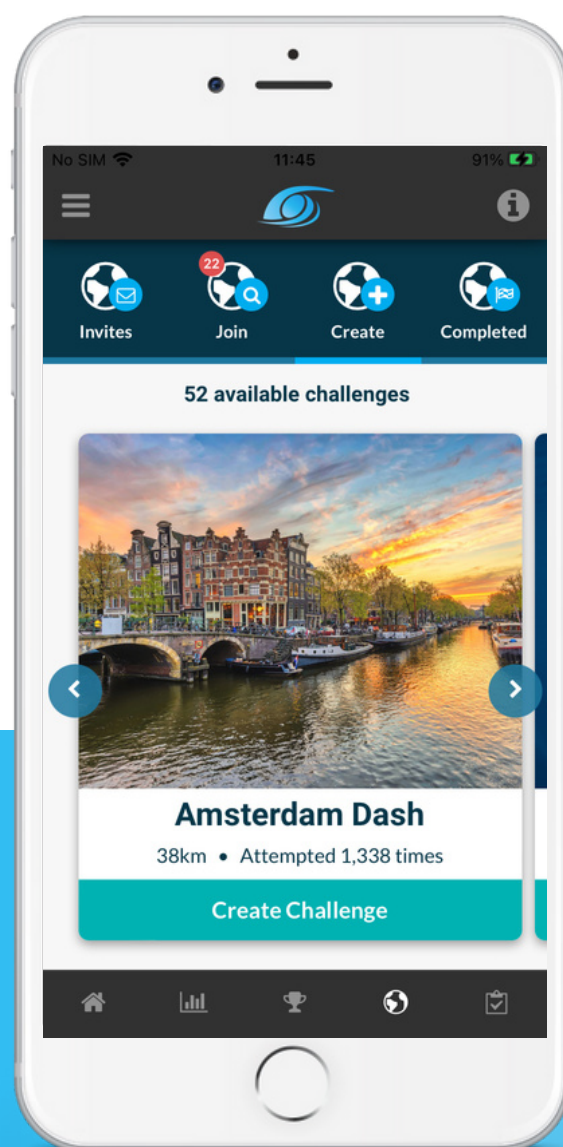
Personal Bests

PB's can be setup to measure your best performance over time, great if you are training for an event and want to keep track of your fastest times.

SET UP A VIRTUAL SWIM CHALLENGE

Swimmers can take on a classic swim such as swimming the Catalina Strait, Miami Beach or the Grand Canyon. SWIMTAG will update their progress as they move along our interactive challenge map.
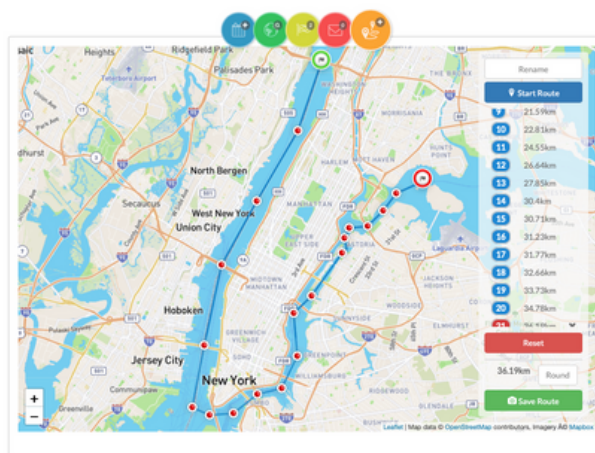
Users can invite their Swim Mates to join them in a team or race as individuals. Once started, their progress can be shared with friends and family or linked to an online fundraising page using the public link.

Download on the App Store

GET IT ON Google Play

Challenge Builder

Swimmers and Pool Operators can map out their own virtual swim challenge routes. Simply choose a starting point and click on the interactive map to mark out your route, give your challenge a unique name and it's ready to be swum by others!

Earn Badges

As well as completing challenges, SWIMTAG users also automatically earn achievement badges each time they hit a new milestone.
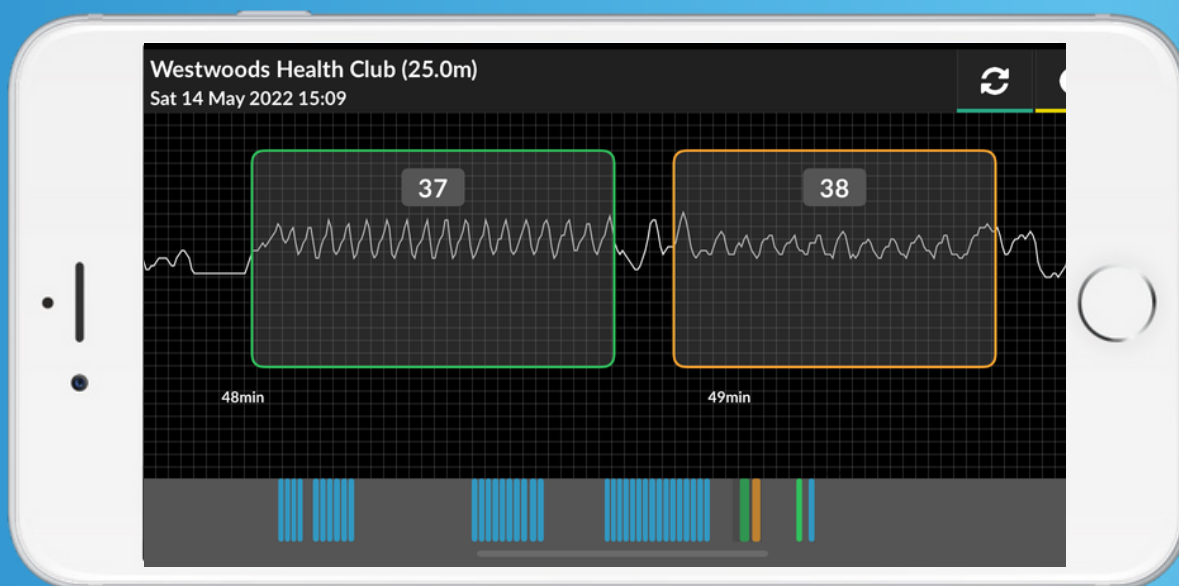Swim 800m and get the "800m badge". Swim a mile non-stop to earn the "Magic Mile" badge. Swim on your birthday for the "Birthday Splash" badge & get recognition on your 10th, 50th & 100th swims. Can you collect them all?

Edit Your Swim

The Website and Mobile App also provide a handy Swim Editor tool that allows users to check the accuracy of their results and make adjustments if necessary.

The editor displays the raw motion data from their swim and gives a clear view of each lap, users can easily drag, resize remove and add each length as well as add in Kick and Drill sets manually.

Operator Website

Operator Accounts

Operators can setup an unlimited number of accounts to access the Operator Website. The login allows pool staff 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.
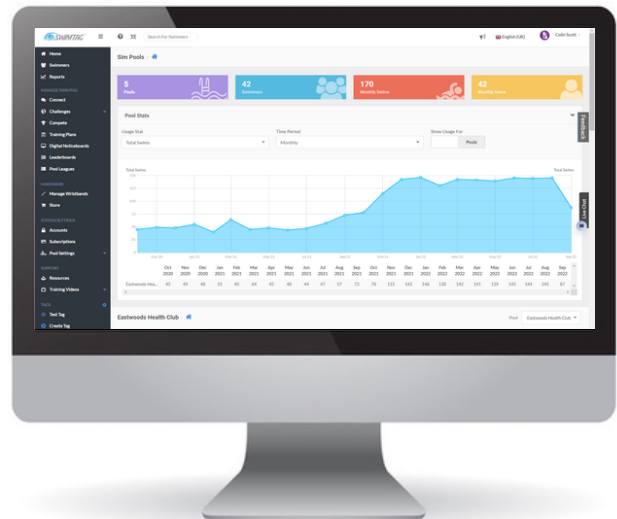
Support Individual Swimmers

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 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".

Places Leisure
Part of Places for People

Susan Rossetto
Group Health and Wellbeing Manager | Places Leisure

Integrations

Many swimmers already own a smart watch which is why we have developed integrations with Apple Health and Garmin Connect, allowing them to signup and participate in SWIMTAG without needing to use one of our wristbands.

Swimmers can import their swim history when they signup and automatically sync whenever a new swim is uploaded.

We also provide a wide range of options for exporting swim data to popular fitness apps such as STRAVA, Runkeeper, Training Peaks, FitBit, MyWellness and MYZONE.

SWIMTAG also provides an open API that can be utilised to integrate your own App or Membership system for the ultimate member experience.

Pool operators can provide new members that own a Smart Watch with a unique code that gives them full access the premium features on the website and app, a great way to boost your swim membership offering.

Digital Notice Boards

Our most successful SWIMTAG sites actively promote their challenges, competitions and leaderboards each month. All sites can download their own client branded top 10 swimmers PDF and competition leader board PDF for a printed notice board.

Our Digital Noticeboards are available from your Operator Account and provide you with a customisable URL to showcase your live SWIMTAG content on any internet-connected display. The Digital Noticeboards will automatically refresh daily with the latest content.

As well as showing SWIMTAG data, it also gives sites the option to add your own marketing images. Sites can display their Digital Noticeboard on any device with a web browser such as a tablet or Smart TV. A great feature for any reception area, cafe or gym TV screen.
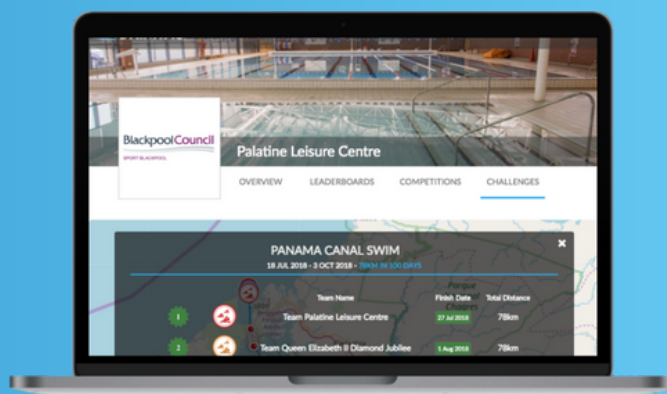
LEADERBOARDS

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

Pool Home Page

Every SWIMTAG pool can also generate their own unique Pool Homepage that can be easily embedded into your own App, Website or Social media page.

The Pool Homepage showcases swimmers achievements, leaderboards and pool-wide stats, it even tells you what hours are busiest during the week.

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