



Distributor:  
RGB Communications

System Integrator:  
Communitec

## **BXR GYM**

LONDON, UNITED KINGDOM

BXR Gym management wanted to install a high-quality security system for their gym, so they approached system integrator Communitec to find a high-end, elegant solution that delivered effective security and impeccable design.



## Securing London's Premiere Boutique Boxing Gym With Bespoke Biometric Access Control

BXR Gym is the world's first boutique boxing-themed gym with a focus on creating exercise programs that incorporate boxing and high intensity workouts. Having upwards of 400 clients coming through the door every day, BXR Gym is on a mission to become THE gym for top-flight boxers. With the backing of heavyweight boxing champion Anthony Joshua and elite members like Victoria's Secret models Sara Sampaio and Maryna Linchuk, BXR could only accept the most prestigious brands in their respective class to complement the decor.

### Rugged Biometrics Match The Scene At Rugged Gyms

Given that BXR wanted to be at the cutting-edge of the industry, they wanted to rid themselves of antiquated access solutions like keys, fobs, and scanners. Instead, they looked to Communitec to provide them with a modern biometric access solution that would not only match their rugged and intense branding but would also effortlessly automate patron access control. Now that the system is up and running, BXR patrons enjoy easy in-and-out access of the facility without having to check-in at the front desk. Thanks to IXM WEB's intuitive design, BXR employees can now enroll patrons themselves, saving time on requesting a manager to verify memberships every time a new client signs up.

#### PROBLEM

BXR is a high-end gym whose brand focuses equally on toughness and elegance. Frequented by celebrities, the gym needed a beautiful, easy-to-use highly secure solution that could also withstand wet or sweaty post-shower or post-workout hands.

#### SOLUTION

IXM SENSE was selected to automate gym member access control because of its design that matched the high-end aesthetic of the gym and its ruggedness that spoke to the brand's signature intensity. SENSE was also outfitted with the Lumidigm multispectral fingerprint sensor to hold up against hard-to-read fingerprints.

#### BENEFITS

- Automated biometric access control streamlines the client experience for gym-goers and makes staff enrollment of new members easier than ever
- The Lumidigm multispectral fingerprint sensor is an excellent fit for gyms like this one because of its unique ability to authenticate wet or sweaty fingerprints that are otherwise hard to read

**"Our decision to go with Invixium was largely because they were RGB certified. We knew that RGB doesn't take the decision of the brands that they carry lightly, and they always ensure that we have the right support to be successful. Thankfully that's exactly what we got from Invixium. I wanted to persevere and make sure I didn't jump ship too quickly because I like what Invixium is doing. They're making devices user-friendly enough that someone who hasn't really worked with biometrics before can make it work."**

Rory Hackett, Founder & CEO at Communitec





## YOUR TRUSTED PARTNER IN BIOMETRICS

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Headquartered in Toronto, Canada, with presence in India, Middle East, UK, USA, Latin America and Africa, Invixium manufactures touchless biometric security solutions utilizing face recognition for access control, workforce management and smart building automation. Their fully integrated hardware and software solution provides meaningful analytics to enterprises and industries for increased health, safety, productivity and security.

With 1000s of products sold in over 60 countries and deployments at major enterprises and industries across a broad spectrum of verticals, Invixium strives to provide industry-leading biometric solutions that are not only visually stunning, but also intuitive for ease of use and install. Invixium products are proudly Made in Canada.

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