



## The Science of Sport: Loughborough University Employs NFC to Gather Insight on Student Sport Participation

- The Sports Development Centre at **Loughborough University** has begun collecting data on student sports participation
- **Gemini 2000 Ltd** provided the hardware for reading student contactless cards
- The device deployed for this project is **Orbit IP**, a Power-over-Ethernet contactless card reader

### Overview

Loughborough University has deployed Orbit IP readers to collect ID card data of students participating in sport or physical activity. They are looking to build a better picture of the type and frequency of sport participation, so they can make better informed decisions about sporting opportunities, facility timetabling and the marketing of their sporting offer.

## About Loughborough University

Loughborough is home to one of the UK's leading universities, known for its outstanding contribution to the world of sport for over 60 years. Sport, Exercise and Health Sciences at Loughborough have consistently been ranked at the top of the UK major league tables. In 2017 Loughborough University achieved further global recognition and was named best sporting university in the world in the QS higher education league table.

## Why Collect Participation Data?

To help maintain their leadership in sports, Loughborough University makes extensive use of data. Zofia Campbell is Data Insight Coordinator at the University: "We use Gemini 2000 NFC readers to collect student card numbers of those students participating in sport or physical activity in our sports facilities. By doing so, we can build up a better picture of what students are doing and how often, so that we can make better informed decisions about sporting opportunities, facility timetabling, and the marketing of our sporting offer." The University is running a #SwipeMe campaign to encourage students to swipe in when they use sports facilities to get a more complete data set.

## NFC Solution

Loughborough University has deployed Orbit IP contactless card readers from Gemini 2000 to collect student data. These are easy-to-install Power over Ethernet devices that transmit live data over the existing local area network to the University's web servers. Zofia notes that "the readers are affordable and compatible with student ID cards. We found the customer service to be very good so we were confident

that the support was there when technical questions were asked by our IT and facilities departments." The readers were wall mounted in key data collection points.



"Installing the card readers has been straightforward; Gemini 2000 have been very helpful along the way and have supported our IT team to get things set up."

- Zofia Campbell  
Data Insight Coordinator

## Results

The University is seeing a lot of insightful data coming in from the card readers, and estimate that currently 75 percent of facility users are swiping their ID cards. Decisions relating to communications and marketing have already been made as a result of the data from the card readers, and this insight will soon influence allocation of the University's highly sought-after facilities.



## About us

Gemini 2000 is a United Kingdom based manufacturer of NFC solutions. We develop systems for contactless payments, smart ticketing, access control, membership management and more.

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