

# MIELOO & ALEXANDER

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Project reference case

**Mieloo & Alexander delivered  
RTLS enabled visitor tracking  
and video system at  
Dutch Water Dreams**

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# Mieloo & Alexander delivered RTLS enabled visitor tracking and video system at Dutch Water Dreams

At Dutch Water Dreams, a unique Olympic-level white water sports complex in The Netherlands - Europe, an RTLS enabled visitor tracking and video system has been implemented. This solution identifies and locates visitors of this sports complex and makes personalized films of the visitors in specific action zones. Mieloo & Alexander was responsible for implementing this solution. Since the environment is high demanding (both indoor and outdoor with high levels of humidity, water, snow and high and low temperatures) Mieloo & Alexander selected a proven technology: Real Time Locating System (RTLS). This RTLS system enables accurate localization of the visitors in the specific areas where video footage of their actions are made. These films are of great benefit to both Dutch Water Dreams and the visitor: it is fun and besides that, the customers can improve their skills by watching their recorded rides.



Dutch Water Dreams site

## Project assignment: RTLS enabled visitor tracking and video system at Dutch Water Dreams

At Dutch Water Dreams (DWD), a unique Olympic-level white water sports complex in The Netherlands - Europe, everyone can experience indoor surfing, body boarding and the rush of white water. The DWD white water course is based on the design currently being built for the Beijing 2008 Olympic Games. The white water course is 300 meters in length, 20 meters wide and drops 5 meters top to bottom.

To further enhance the experience of this white water sports complex, a Visitor Tracking Video System was delivered; leveraging various technologies such as, RFID enabled RTLS technology (Real Time Locating System) and advanced digital video tracking.

Every visitor entering the Dutch Water Dreams complex receives an active RFID tag, which is placed in a band on the upper arm. The position of the tag, i.e. visitor, is located by the RTLS solution as visitors go through the sports complex at Dutch Water Dreams. The tags subsequently trigger various cameras in specific zones to start recording. At the end of the day each visitor can download the movie from the internet and enjoy the experience once more.

### M&A's approach and role

Mieloo & Alexander had to deal with rather special demands, because of the environment of this unique white water sports complex. The RTLS solution delivered by Mieloo & Alexander had to work indoor and in an outdoor environment, with high levels of humidity, water, snow and high and low temperatures.

Mieloo & Alexander delivered the RTLS solution providing the accurate location information of visitors in the complex. This locating data of visitors is further used to trigger and control the video system throughout the complex. Mieloo & Alexander further developed a middleware solution, which operates real-time between the RTLS- and the video system. After enjoying this unique experience, the tags are handed over by the visitor to the Dutch Water Dreams staff at the counter. In the mean time the video system edits all the video footage in an automated process and stores the film enabling the customers to download the film with his or her name and the password printed on the ticket.

### Benefits realized

The greatest benefit of the RTLS enabled visitor tracking and video system to Dutch Water Dreams is the added value it provides to customers who visit the complex. It is fun and besides that, the customers can improve their skills by watching their recorded rides. With this solution Mieloo & Alexander demonstrated the ability to combine and leverage various technologies such as RFID, digital video and video tracking software in order to achieve business value.



Dutch Water Dreams Site

## Customer Information: Dutch Water Dreams

Dutch Water Dreams is a unique Olympic-level white water sports complex. It was founded with the intention of being the first indoor surfing facility in the Netherlands. Everybody can experience indoor surfing, kayaking, rafting, body boarding and the rush of white water. The white water course is based on the design of the Olympic course in Beijing (China) and offers top international athletes a unique facility for training. For more information see: [www.dutchwaterdreams.com](http://www.dutchwaterdreams.com).

This project was initiated by KPN who contracted Mieloo & Alexander to deliver this RTLS enabled visitor tracking and video system at Dutch Water Dreams.



Dutch Water Dreams Site

## About Mieloo & Alexander

Mieloo & Alexander Business Integrators is a consulting firm that specializes in technology enabled supply chain improvement, with a focus on supply chain management and visibility through the use of innovative information technology (RFID). The highly trained consultants design, plan and implement advanced supply chain solutions that focus on RFID Electronic Product Code (EPC) and real-time locating solutions (RTLS). Mieloo & Alexander has customers throughout Western Europe that include multinationals such as: Sony, Akzo Nobel, KPN, ASML, TNT and Hitachi. Mieloo & Alexander is headquartered in Hoofddorp in the Netherlands.

## Our office

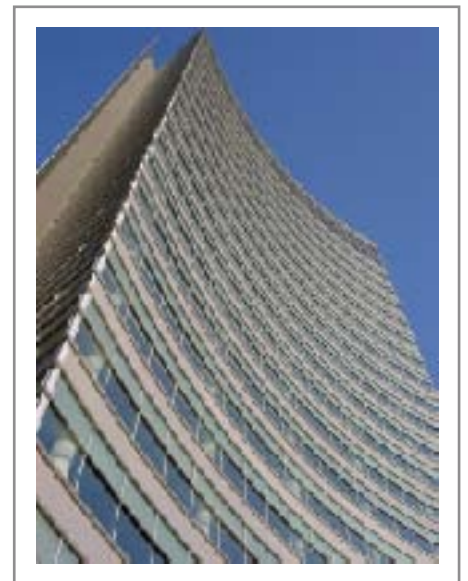
De Zuidtoren  
Taurusavenue 13  
2132 LS Hoofddorp  
The Netherlands

T: + 31 (0) 23 565 6000

F: + 31 (0) 23 565 6009

For more information see:

[www.mielooandalexander.com](http://www.mielooandalexander.com)



Office Mieloo & Alexander

## Mieloo & Alexander

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### Contact details:

De Zuidtorën  
Taurusavenue 13  
2132 LS Hoofddorp  
The Netherlands

T: + 31 (0) 23 565 6000

F: + 31 (0) 23 565 6009

For more information visit our website:

[www.mielooandalexander.com](http://www.mielooandalexander.com)

