

Technology in Sport

Soccer Level 5

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1 Clothing and Equipment

- Computer power applied to areas such as motion capture and 3D modelling have revolutionised the design of sports clothing and equipment
- Shoes Uniforms Helmets Golf clubs Bikes etc. improved design have helped improve play and look better

2 Stadium Experience

- Great high definition screens
- Communications and media rooms
- Wireless in seat food orders
- Security systems
- Entertainment centre's

3 Ticket Purchasing

- Sports transformed by e-commerce
- Most tickets now bought on the internet
- Ticketmaster see your seat online

4 Fantasy Sports

- Over the past 10 years huge increase in fantasy sports
- Online tracking tools track players performance online

5 Training Tools

- Practice not practice anymore-much analysis
- Video analysis
- Body measurement technologies
- Increasingly sophisticated software allows athletes breakdown their every movement
- More in touch with workings of their own bodies

6 News Flow

- Sports and media have taken advantage of the internet and wireless devices to ensure their product is no more than a click away
- Internet sites no more than a click away
- The way we receive information has changed and sport has taken advantage of this change

7 Visual Record

- Digital camera's allow photographers shoot constantly throughout a game without running out of film
- High Definition televisions have brought games into our living rooms
- TiVo allows fans watch games over and over again

8 Player Media Fan connection

- Relationships between fans, media and athletes have changed
- Advent of bloggs, social networking tool
- Twitter facebook enables everyone to engage directly for better or for worse

9 Assisting Umpires and Referees

- Instant replays and high tech aids assist referees
- Rugby
- Basketball
- Cricket
- Wireless technology communicating to those on the ground

10 Hawk-Eye Technology

- English company used by many sports
- Tennis
- Cricket
- Gaa Croagh Park
- Soccer eventually for goal line assessment