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Titolo	21st Century Sports : How Technologies Will Change Sports in the Digital Age // edited by Sascha L. Schmidt
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ISBN	9783030508012 3030508013
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Descrizione fisica	1 online resource (xvii, 301 pages : illustrations (some colour))
Collana	Future of Business and Finance, , 2662-2475
Disciplina	613.71 796
Soggetti	Business Management science Sports sciences Sports - Economic aspects Life sciences Sociology Sports - Sociological aspects Business and Management Sport Science Sports Economics Life Sciences Sport Sociology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	I. Introduction -- How technologies impact sports in the digital age -- Taxonomy of sportstech -- How Thesis Driven Innovation Radars could benefit the sports industry -- II. Physical Technologies -- Robotics, automation, and the future of sports -- Robotics and AI: How technology may change the way we shape our bodies and what this does to the mind -- The reach of sports technologies -- The future of additive manufacturing in sports -- The current state and future of regenerative sports medicine -- III. Information Processing

Technologies -- Big Data, artificial intelligence, and quantum computing in sports -- The data revolution: Cloud computing, artificial intelligence and machine learning in the future of sports -- Blockchain: From fintech to the future of sport -- The rise of Emotion AI: Decoding flow experiences in sports -- IV. Human interaction technologies -- Strategies to reimagine the stadium experience -- Virtual reality & sports: The rise of mixed, augmented, immersive, and esports experiences -- Video games, technology, and sport: The future is interactive, immersive, and adaptive -- V. Final -- Impossible sports -- Beyond 2030: What sports will look like for the athletes, consumers and managers.

Sommario/riassunto

This book outlines the effects that technology-induced change will have on sport within the next five to ten years, and provides food for thought concerning what lies further ahead. Presented as a collection of essays, the authors are leading academics from renowned institutions such as Massachusetts Institute of Technology, Queensland University of Technology, and the University of Cambridge, and practitioners with extensive technological expertise. In their essays, the authors examine the impacts of emerging technologies like artificial intelligence, the Internet of Things, and robotics on sports and assess how they will change sport itself, consumer behavior, and existing business models. The book will help athletes, entrepreneurs, and innovators working in the sports industry to spot trendsetting technologies, gain deeper insights into how they will affect their activities, and identify the most effective responses to stay ahead of the competition both on and off the pitch. .
