

IoT

IoT in Sport

Sport has existed within our society for thousands of years, but in today's digital age it's no longer just about the game.



The challenge for the Sports Industry

Using technology in sport is not a new phenomenon, however the use of IoT technology is providing new innovative ways to speed up digital transformation and add value to areas such as player development, fan engagement and even sports event organisation. A wide adoption of the technology will provide benefits to both sportsman and the audience.

Benefits of IoT technology in Sports



Player Development

The use of wearables can enhance statistical analysis with more data collection on an individual's movements and health throughout the game. Additionally IoT sensors in equipment allow coaches to analyse a player's interaction with rackets, balls etc to assess and improve technique.



Game Play

Using cameras to help officiate sport is common place, however more recent uses of IoT technology have been to install sensors directly into the balls or even a cricket bat to detect position or impact location to provide more precise analysis of gameplay.



Fan Engagement

With real-time data analysis fans will consume sports in a different way, with analytics like a player's speed and movement or even ball spin rates featuring in broadcasting programmes.



Operations

'Smart Stadiums' will use IoT to improve the stadium experience, e.g monitoring footfall, helping navigate the stadium, ordering food and drink, monitoring air quality, parking facilities, or even interactive experience of the game itself.

What is a Sports Industry IoT Solution?

Here are the 3 key elements:

THE HARDWARE

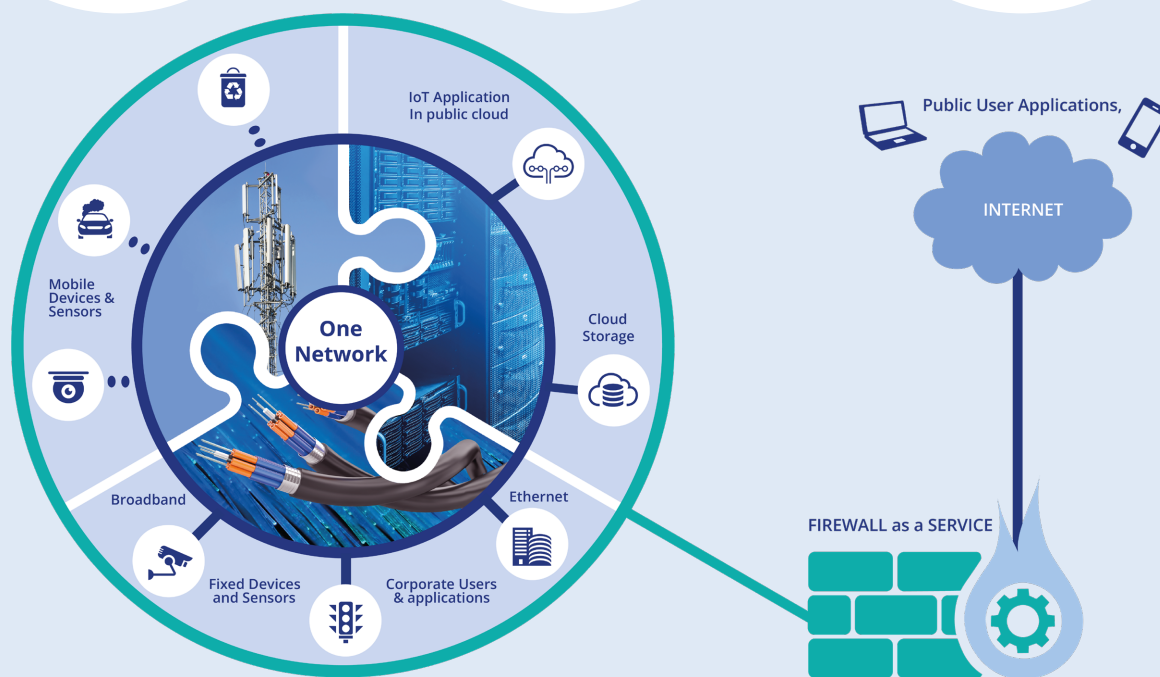
Sensors, devices and SIMs connected to players or installed throughout stadiums

THE CONNECTIVITY

This is the link between the hardware devices and the applications using intelligent networking and data connectivity.

THE APPLICATION

Cloud based software applications & data analytics translating raw data into information, analysis and action, all presented in a management platform.



Let Spitfire simplify the process by offering a secure private MPLS network for your IoT solution, significantly reducing the time spent configuring and securing your data network:

- Highly secure by avoiding public internet traversal
- MPLS / Private APN networks available
- Fixed public and private IP addresses
- Avoid need for encryption
- Single provider for all connectivity
- Flexible pricing plans
- Single bill and point of contact
- Easy to manage and support

One network, one supplier, one bill, one contract, one contact.

Sales 020 7501 3344 • Partner Services 020 7501 3150
Innovative • Flexible • Reliable • Supportive • Cost Effective