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Sports equipment and technology

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Abstract

We are living in the midst of one of those very unusual occurrences that come What has been occurring over the past few decades is a fundamental paradigm shift that is moving society as a whole from the age of industry to the age of information. The currency in this new society that is being formed is called IT - information technology. IT is simply the tools and methods used for the identification, organization and manipulation of facts that we call data. IT has become the engine that is driving all sectors of today's economy be it industry, government, education or indeed, sports. The most important piece of equipment that lies at the heart of the whole IT process is the computer. The computer and the software that it runs is an essential element in the new societal paradigm and it is a key to success for the modern sports administrator. The application of IT to sports management has dramatically changed the way that we do business. Thinking through how we can use this kind of equipment and these tools greatly enhances outcomes. The bottom line is that these IT tools are rapidly becoming a necessity for the sports administrator at whatever level in the sports hierarchy they are working. They are a powerful force for social inclusion in sport and recreational activity and for the profession as a whole.

Keywords: Sports Equipment, Technology, Internet and E-Commere.

1. Introduction

We are living in the midst of one of those very unusual occurrences that come What has been occurring over the past few decades is a fundamental paradigm shift that is moving society as a whole from the age of industry to the age of information. The currency in this new society that is being formed is called IT - information technology. IT is simply the tools and methods used for the identification, organization and manipulation of facts that we call data. IT has become the engine that is driving all sectors of today's economy be it industry, government, education or indeed, sports.

Application of Technology

Sport specific applications of technology most notably in the area of equipment.

How today's "technological revolution" can be applied to sport? How technology can impact broad based participation and promote social inclusion?

- Sport Specific Applications

The development of new sports both recreational and competitive.

1. The X-Games
2. facility design.
3. "smart" equipment that incorporates sensors and computers as a part of their function.
4. Equipment construction
5. personal sports gear

- The "haves" and the "have nots"

In the Europe and United States those professional teams that can afford better facilities and equipment, frequently developed through the application of technology, typically earn more revenue. With a better revenue stream, the team owners can obtain better performers. Better performers yield better team results, which creates more interest by the fans. Increased interest on the part of the fans means an increase in ticket sales and more revenue generated for the team.

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The Technological Revolution

- The most important piece of equipment that lies at the heart of the whole IT process is the computer. The computer and the software that it runs is an essential element in the new societal paradigm and it is a key to success for the modern sports administrator

Keys to remember to buy software

1. System capacity
2. The degree of accuracy
3. user capabilities

Wide Area Networks (Wans)

Wans can link together sports administrators located throughout a country. For example, all of the local offices of a national sports body such as the Football Association can be linked whether they be located in Paris or Rio, Brasilia or Europe.

Internet

- A good example of this is trend is that of World sport.com. This internet presence has succeeded in tying together all 88 members of the General Association of International Sport Federations which represent all of the sports played in the Olympics.

The Web Introduction and Broadband Technologies.

- The Web is not constrained by the limited availability of broadcast channels and high production costs. And while bandwidth is currently an issue for the web, this will resolve itself in the near future with the introduction of broadband technologies.

E-Commerce

- In the traditional model of manufacture and distribution through a sporting goods store, a tennis racquet which cost \$40 to manufacture could be marked up as much as 134% to \$94 as it moves through various wholesalers and retailers in the distribution chain to a tennis player.

Conclusion

The application of IT to sports management has dramatically changed the way that we do business. Thinking through how we can use this kind of equipment and these tools greatly enhances outcomes. The bottom line is that these IT tools are rapidly becoming a necessity for the sports administrator at whatever level in the sports hierarchy they are working. They are a powerful force for social inclusion in sport and recreational activity and for the profession as a whole.

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