



Sports Technologies

New multimedia and remote sensing for the enhancement of sports performance

Evening Networking Event

Wednesday 13 October 2010, Queen Mary Bioscience Innovation Centre, London

SPEAKERS INCLUDE:

Caroline Hargrove
McLaren Applied Technologies

Paul Neilson
Prozone Sports

Graham Thomas
BBC

Guang-Zhong Yang
Imperial College London

Yang Hao
Queen Mary, University of London

BENEFITS OF ATTENDING:

- **UNIQUE PARTNERING SERVICE**

Pre-arranged 1-2-1 partnering meetings enabling you to meet potential business partners

- **DISCOVER**

Cutting-edge advances in remote sensing, multimedia and sports technologies

- **APPLICATION SHOWCASE**

Hear more about the future directions and new markets from our expert speaker panel

- **POSTER SESSION**

Opportunities for collaborative research partnerships between industry and academia

Funded by:



East of England Development Agency



South East England Development Agency
Working for England's World Class Region

Supported by:



Research making a difference

To book or register your interest contact Holly Parker at
h.parker@LTNetwork.org or on 0870 730 8688

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Sports Technologies

New multimedia and remote sensing for the enhancement of sports performance

Wednesday 13 October 2010, Queen Mary Bioscience Innovation Centre, London

17:30 Registration with tea and coffee

18:00 Introduction to the aims and objectives of LTN and EEN

Dr Alessandro Faraci, Business Development Manager, Information and Communications Technologies, **LTN**

18:10 Overview of the UK Sport Technology Programme

- Identifying the main challenges facing the industry
- ESPIRIT with Pervasive Sensing Programme (EPSRC funded)
- Exploring the benefits of industry and academic collaboration

Professor Guang-Zhong Yang, Chair in Medical Image Computing, Department of Computing, **Imperial College London**

18:25 Performance monitoring and data analysis in sports

- Synchronising data for coherent interpretation from multiple sources
- Looking at the application of technology in elite sports
- Highlighting the collaborative work with UK Sport

Dr Caroline Hargrove, Programme Director, **McLaren Applied Technologies**

18:40 Exploring recent developments in body-centric wireless communications

- Overview of antenna technology for sport applications
- Introduction of physiological sensing using wireless nodes

- Demonstration of measurement data on antennas and propagation related to sports activities

Yang Hao, Professor in Antennas and Electromagnetics, Electronic Engineering, **Queen Mary, University of London**

18:55 Highlighting the importance of performance analysis for athlete development

- Player tracking using non-invasive technology
- Exploring performance enhancing technologies using real time data analysis
- Tracking data outputted via software applications, improving the accuracy of positional measurement

Dr Paul Neilson, Head of Business Operations, **Prozone**

19:10 Analysis of sporting events for broadcast

- The importance of graphics to help 'tell the story' of a sports event to a viewer
- Examples of current image-based sports graphics systems, e.g. for football post-match analysis
- Work towards future systems for more in-depth video-based analysis of athletics, using biomechanics

Dr Graham Thomas, Section Lead, Production Magic, Research and Development, **BBC**

19:25 Question and answer session with the audience and speaker panel

20:00 Networking session with academic posters showcasing the latest research and developments in sports technologies

21:00 Close of conference

Business Opportunity

This unique event will be an excellent opportunity to initiate new relationships through tailored networking and a showcase of the latest academic research. LTN offers a range of sponsorship packages to enhance your brand, for further information contact **Natalie Tamiollo** on **0870 730 8683** or at **n.tamiollo@LTNetwork.org**

To book or register your interest contact **Holly Parker** at **h.parker@LTNetwork.org** or on **0870 730 8688**

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Registration and Payment

Companies – £110 (+VAT = £129.25)

SME (50–149 employees) – £90 (+VAT = £105.75)

Public sector (including academics) and micro companies (49 employees and less) – £70 (+VAT = £82.25)

All payments must be received prior to the conference and should be made within 14 days of receiving a provisional place. Attendance will be confirmed upon receipt of payment. Prices include all refreshments and delegate documentation. All LTN events are by invitation to ensure that the quality of interaction is maintained. The purpose of our events is to encourage collaboration between industry and academia. You are welcome to invite people whom you think would be interested, however LTN reserves the right to decline applications. To apply for an invitation, and to find out about different payment methods, please email **Holly Parker** at h.parker@LTNetwork.org. **Cancellations must be made at least 7 days prior to the event.**

HOW TO GET THERE

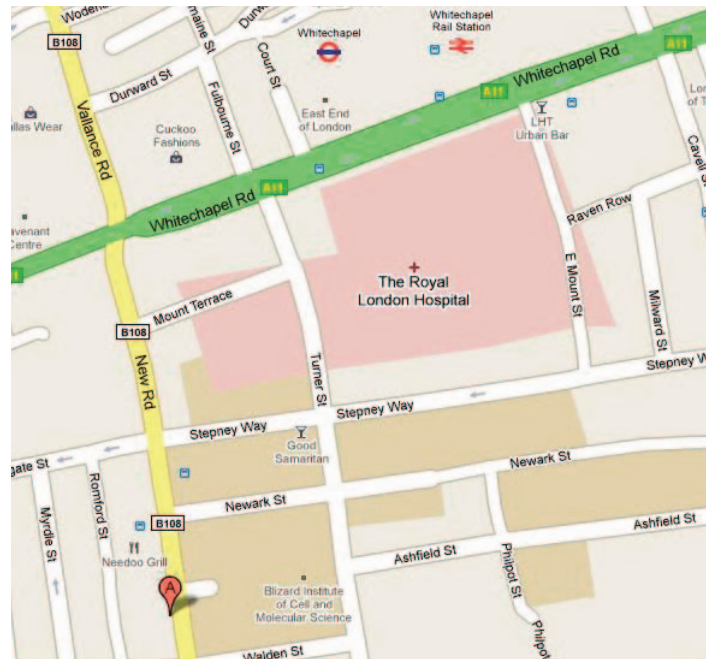
This event will take place at the Queen Mary Bioscience Innovation Centre, 42 New Road, London, E1 2AX. For more information on the venue please call 020 7882 8952 or go to www.qmbioenterprises.com

By Rail: Liverpool Street, Cannon Street and Fenchurch Street mainline stations are a short tube journey from the venue

By Underground: Aldgate East (District and Hammersmith & City Lines), Whitechapel (District, Hammersmith & City and Overground Lines) and Shadwell (DLR and Overground Lines) are within walking distance

By Bus: Routes 25, 40 and 205 run along Whitechapel Road, a few minutes walk from the venue

By Car: Parking is available at NCP sites on Whitechapel High Street and on Thomas More Square. Limited meter parking is also available in adjacent streets



LTN's Information and Communication Technologies Group

A special interest group bringing together the best ICT experts from industry, academia and government, across the Greater South-East, to stimulate knowledge exchange

The Group produces regular networking events on information and communication technologies which have discussed a range of topics, attracting representatives from across the public and private sectors. Membership is free and includes: Priority invitations to the Group's seminars, workshops, networking events and access to funding opportunities; Regular e-newsletters, with the latest sector news and listings of UK and international events; Access to Enterprise Europe Network – a multi-partner consortium spanning 40 countries across Europe. If you would like further information or would like to become a member of this group please contact Natalie Tamiollo, Special Interest Group Manager at n.tamiollo@LTNetwork.org or on 0870 730 8683.

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