Sports technology has a strong focus on measuring performance in the most accurate way possible, but sports is so much more than becoming faster and stronger. It is also about having fun, challenging yourself or simply about enjoying the sport as such. We believe sports technology should be about all of this.

**EXPERIENCE AND SPORTS TECHNOLOGY**

SwingSound gives audio feedback on the golf swing, allowing golfers to experience the rhythm and tempo of their swing through a different channel.
Through ethnographic work with athletes in combination with technical experiments we explore the next generation of sports technology. By understanding what athletes do and how they experience their sports activities, as well as exploring various technical solutions to support athletes’ practices, we create the foundation for future sports technology.

Our aim is to explore how to create sports technology that embrace both the performance part and the experience part of doing sports. Sports is often as much about achieving a certain feeling and getting to know your body as it is about improving performance.

By picking up on aspects such as rhythm and body movement, and feeding them back to athletes in a non-corrective way athletes are encouraged to create their own interpretation of the activity based on their own experience and feeling.

RunRight visualizes the movement of the upper body of runners, supporting runners in understanding how they move while running.

**We offer** the public sector and private industries:
- ICT and Innovation Expertise
- Pre-studies
- Research, Development and Innovation Projects
- Advanced Test and Demonstration Milieus
- Small Scale Production
- Our Comprehensive Network
- Seminars and Workshops

**Contact us and let’s talk** about how we can create tomorrow’s innovations combining ICT and Sports.

Swedish ICT is a group of world-class research institutes within Information and Communication Technology – ICT. The group compromises: Acreo Swedish ICT, SICS Swedish ICT, Interactive Institute Swedish ICT and Viktoria Swedish ICT. We are part of RISE, Research Institutes of Sweden.

Located in 12 cities in Sweden, Swedish ICT employ some 400 researchers, all of whom help to develop tomorrow’s ICT solutions and integrated applications on a daily basis.

Internet of Sports at Swedish ICT merges the Swedish sport tradition with a high level of technology expertise in order to create exceptional products and services for better results and great experiences.