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Modern innovative technologies in sports.

Sports are an integral part of today's life. For modern people, many new technologies in sports are becoming familiar. You may not doubt that the life of athletes and ordinary citizens is barely imaginable without sports innovations.

What is innovation? An innovation is an implemented novelty that provides a qualitative increase in the efficiency of processes or products that are demanded by the market. Not any novelties can be considered innovations, but only those that seriously increase the efficiency of the current applicable system. The problem of innovations in sports is currently paid special attention to. This is due to the enormous changes in the economy, politics and spiritual life of different countries, which cannot but affect the sphere of sports.

Today, there are many modern technologies that are used in sports activities. For example, mi Coach Smart Ball. This is a special soccer ball that will detect the exact intersection of the goal line in automatic mode. This is a "smart" coach for football players, able to improve their skills while "honing" a variety of shots on goal.

There is also an innovative camera- Go Pro. It is a camera for those who like extreme sports. This device does not care about any shocks or atmospheric phenomena. The camera will capture sports achievements in any conditions and for everyone.

Another miracle of innovation - Recon Jet. Recon Jet – interactive sports glasses. They include a processor, a camera for shooting video in HD resolution, a memory

slot, and an accelerator in three dimensions. The device is used at any time of the year by those who know a lot about "extreme".

Sometimes not only technologies influence sports, but sports also influence technologies. One of the most striking examples of this is the appearance of a miniature iPod Nano audio player, created by Apple specifically for the needs of people who play sports. After all, they needed a very compact player with quick and convenient access to music during training.

The next innovation in the world of sports is a laser football field. Specially for athletes, NIKE has created a mobile laser football field transported by means of a regular minibus. The delivery of such a football minibus is completely free. You just need to send an SMS request to a special number, indicating the place where the minivan should arrive, as well as the time for this. The employee in charge checks this request with the existing schedule and immediately sends a positive or negative response. The program that turns any site into a football field is currently available only in the city of Madrid. But NIKE plans to expand this experience to other major cities not only in Spain, but all around the world.

Not long ago Adidas launched a digital trainer technology called Mi Coach. It is meant to equip all players and coaches of the football League with a set of devices that monitor the health condition of people during a physical activity.

Finally, the latest innovation in sports is the Santa Clara Stadium – a 60,000-seat stadium with the world's highest Wi-Fi coverage density. This is a special wireless platform where the audience also has an access to modern technologies.

In conclusion I would like to say that the emergence and development of sports technologies are of fundamental importance. It entails:

- 1)the effectiveness of the sports selection system
- 2)the reliability of forecasts of successful activity
- 3)the synthesis of innovations for strengthening and maintaining health

So, that's all I wanted to say. Thanks for your attention.