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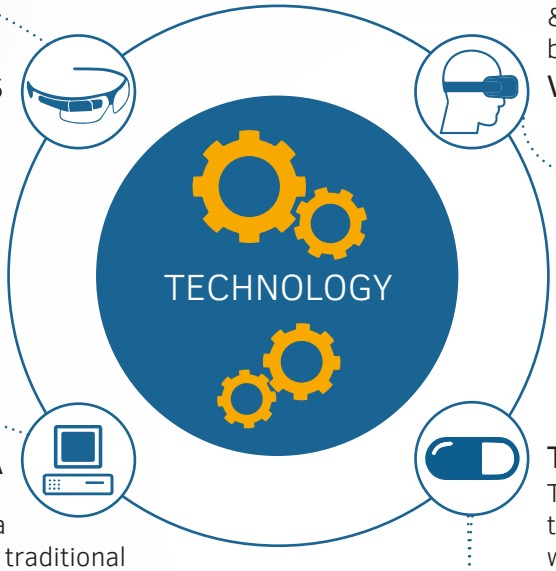
Trend Report
The future of sport
Challenges & Opportunities



WEARABLES
Clothing & technological accessories with computer & advanced electrical technologies.

VIRTUAL REALITY
Computer simulated experiences & games to increase motivation & behavioral change

ONLINE SPORTS
Looking for a means to develop a virtual competition environment in which people from across the globe can compete with each other (truly merging the physical with the digital).

BIG DATA
Large or complex data sets for wich traditional data processing-tools are inadequate.

TRANSHUMANISM
The idea of fundamentally transforming the human condition by developing widely available technologies to enhance human intellectual or physical capabilities.

E-COACHING & ANALYSIS
Opportunities for an evidence-based, individualized approach to e-Coaching with integration of wearable technology, leading to a holistic training method for athletes.

FAIRPLAY
Research concerning the ethics of a sports world riddled with performance-enhancing technologies. Creating theories & guidelines on what should be allowed & what should be forbidden.

IMPLANTABLES & REPLACEABLES
Searching for new, implant-friendly materials to achieve ultimate performance & improved quality-of-life.

BART DE WAELE, CEO OF WIJS
"The screen is constantly coming closer to us. From theater to television, laptop, tablet, smartphone to Google Glass. A possible future might be that we all walk around with a lens, permanently imprinted on our eye."

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Valorisation Centre for Technological Optimization, Research & Innovation in Sport

SOCIAL EVOLUTIONS

INCENTIVISING SPORTS
Constantly searching for ways to change human behavior resulting in a more healthy lifestyle. Putting sports on the agenda as a way to increase physical activity levels.

URBANISATION
Vast, overcrowded urban environments pose new challenges for society.

SPORTS TOURISM
Making the city an attractive place to move & play sports thereby promoting new ways for healthy living in an urban environment.

SPATIAL DEVELOPMENT
Finding new ways to efficiently use space for sports related purposes. Redefining what sport environments should look like.

ECOLOGY

In an increasingly polluted world, how can we practice sports without harmful effects to our bodies and our environment?

POLLUTION

SUSTAINABLE & ECOLOGICAL EQUIPMENT
Looking for ways to make sport products & services more sustainable by reducing their ecological footprint.

MATERIALS
Stimulating innovation in the development of new materials with additional functionalities.

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