

SPORSA

Innovative sensing and communication for safer cycling.



BACKGROUND



A surge in **crashes** during recent seasons has emphasized the limitations of traditional **safety measures**.



Rules and **subjective judgments**, long relied upon by federations, have failed to significantly **reduce injury rates**.

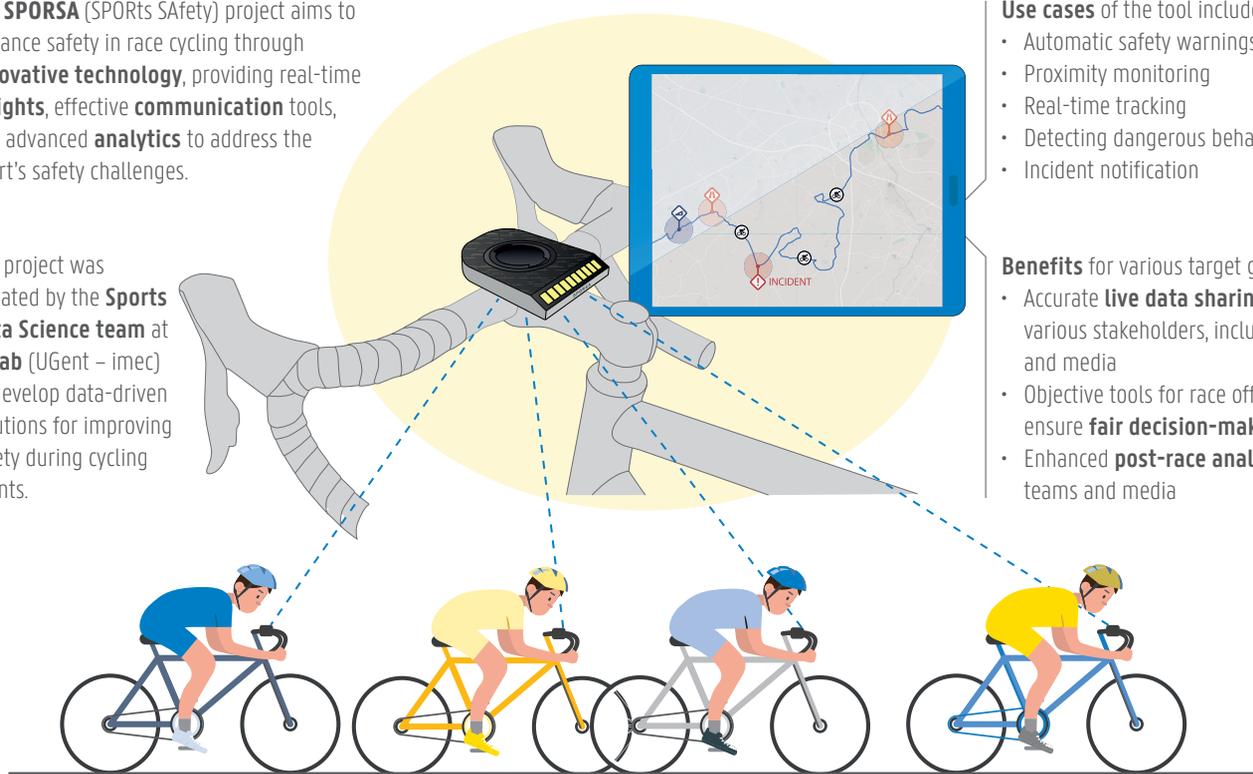


Current **communication** is subpar, often causes **confusion** and **risks**, and lacks **consistency**; riders don't always get the same safety messages.

THE PROJECT

The **SPORSA** (SPORts SAFety) project aims to enhance safety in race cycling through **innovative technology**, providing real-time **insights**, effective **communication tools**, and advanced **analytics** to address the sport's safety challenges.

The project was initiated by the **Sports Data Science team** at **IDLab** (UGent – imec) to develop data-driven solutions for improving safety during cycling events.



Use cases of the tool include:

- Automatic safety warnings
- Proximity monitoring
- Real-time tracking
- Detecting dangerous behavior
- Incident notification

Benefits for various target groups:

- Accurate **live data sharing** with various stakeholders, including fans and media
- Objective tools for race officials to ensure **fair decision-making**
- Enhanced **post-race analytics** for teams and media

ADVANTAGES



Continuous safety insights
Real-time **safety monitoring** of peloton dynamics.



Accurate live data dissemination
Sharing precise **rider location** with various stakeholders, including fans and media.



Supporting race officials
Objective tools for race officials to ensure **fair decision-making**.

OUR GOALS



Prototyping & testing

Create a prototype system integrating advanced **hardware** and **software** for cycling safety, then test and refine the system in **real-world conditions**.



Spin-off creation

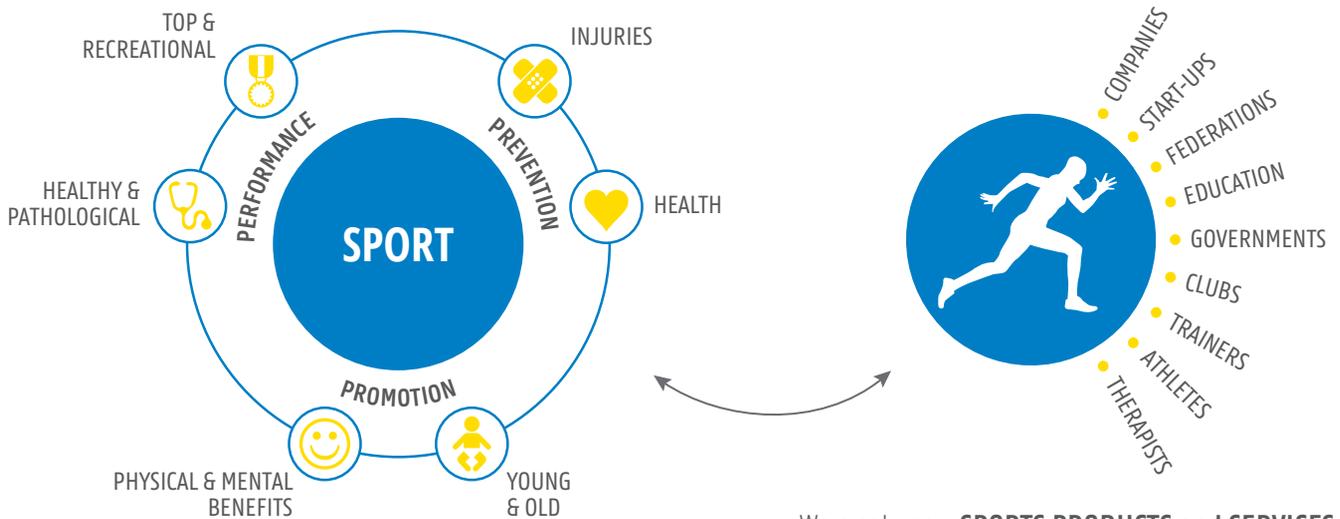
Establish a spin-off company for **commercial implementation**.



Safe cycling for all

Develop a tool for and together with all riders, **from youth to pros**, and strive for a **solution** that can be used at **all levels**.

VICTORIS CONSORTIUM



We create new **SPORTS PRODUCTS** and **SERVICES** by facilitating the **TRANSFER of KNOWLEDGE** that results from **MULTIDISCIPLINARY RESEARCH**

SENIOR RESEARCHER



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