

EMERGING TECHNOLOGIES



Fitness, sport, recreation and racing

The fitness industry adapted quickly during COVID19, offering online fitness training where face to face was no longer possible. Gym equipment has evolved over decades to incorporate built-in digital software to programs used to monitor user fitness and manage difficulty settings based on user capability. Online, social media and marketing are all digital skills valued in the industry.

The sport and racing industries have long engaged technology such as video assisted referees and head cameras fitted to sports car drivers. More modern uses of technology now includes healing animals and people from sports related injuries.