

MONTHLY MEETUP

Sports Meets Immersive

**Location: CMA 6.154
and TXI Twitch**

**Date: Wednesday,
November 10th, 2021**

Time: 6- 7:30 pm



RSVP AT:

What is Texas Immersive?



Courses

Meetups

**Exploring
Technology**

The background is a dark grey-blue color, decorated with various colorful geometric shapes and patterns. There are teal and brown diagonal bars, yellow and brown horizontal bars, and several yellow circles of different sizes. Small teal and yellow stars are scattered throughout. The text is presented in three white rectangular boxes, each containing a line of text in a bold, italicized, black sans-serif font.

***Convergence of
Sports and Video Games***

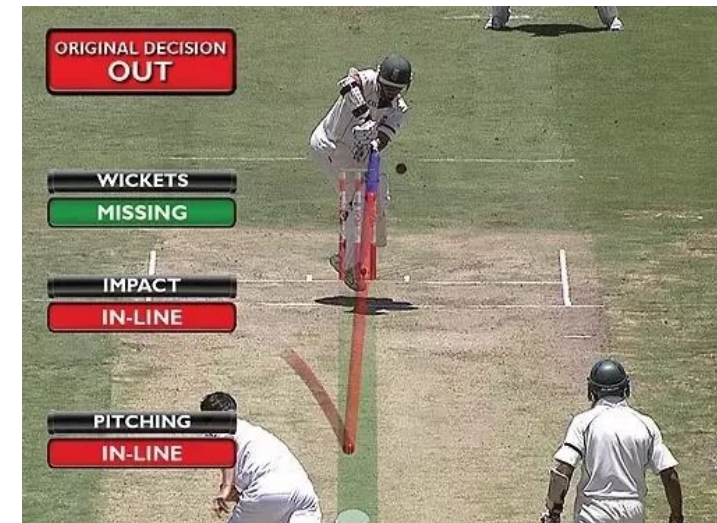
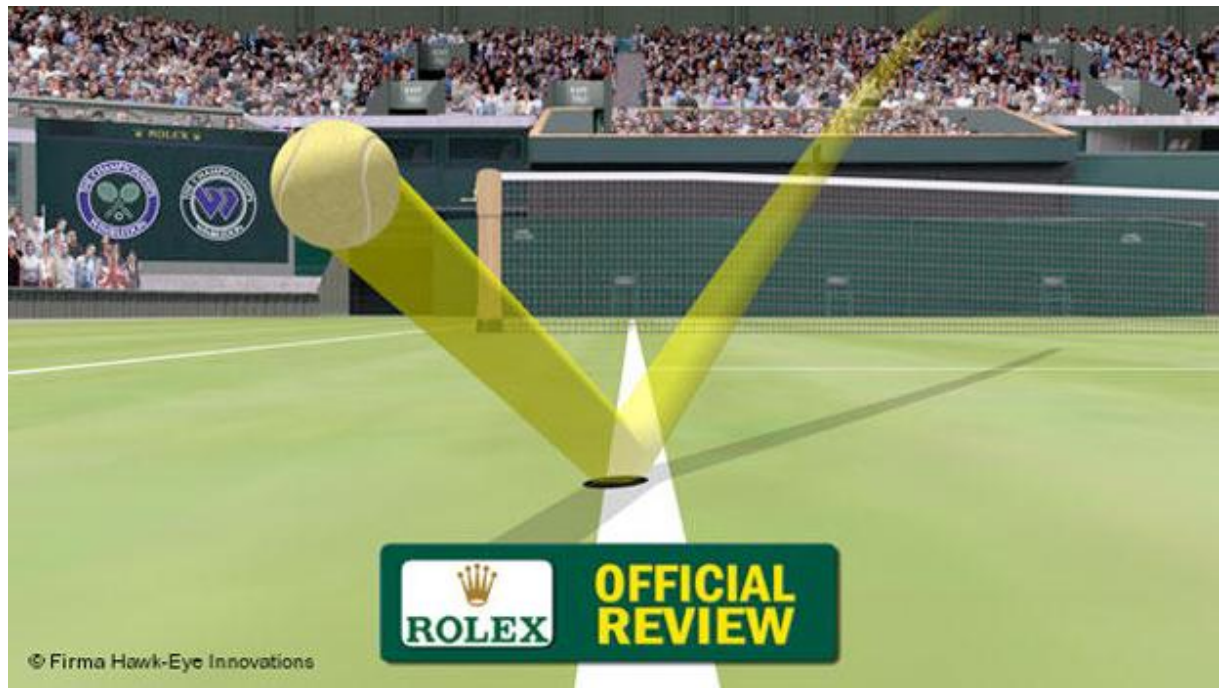
Changes to Viewership

Gaining an Edge



***The line is blurring between
Sports and Video Games***

Hawk-Eye Line Judging



Fujitsu AI Gymnastics Judging





***Does the future of
Sports even have Referees?***

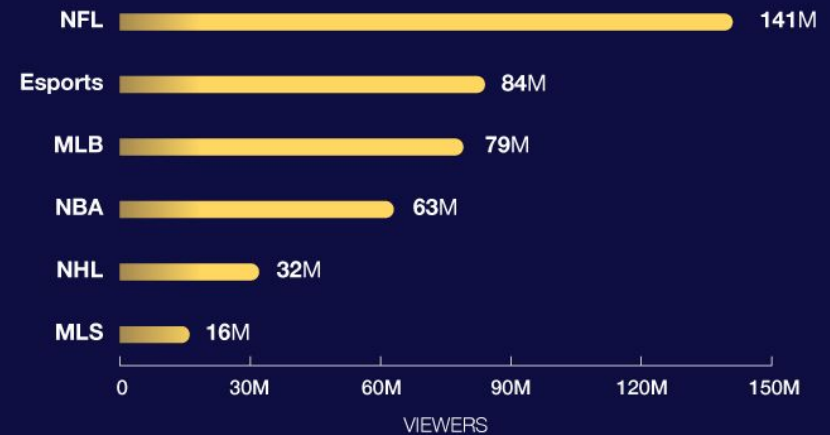
If not - are we just playing video games ?

eSports Legitimacy



ESPORTS VIEWERS IN THE UNITED STATES

In the U.S., esports will have more viewers than every professional sports league but the NFL by 2021.



Source: <https://www.slideshare.net/ActivateInc/activate-tech-media-outlook-2018>

Created by MBA@Syracuse, Syracuse University's online MBA program

Sports

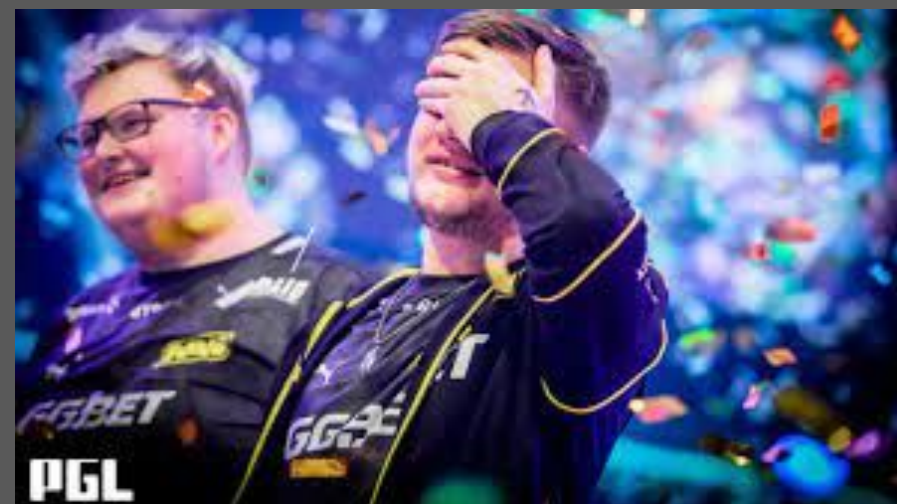
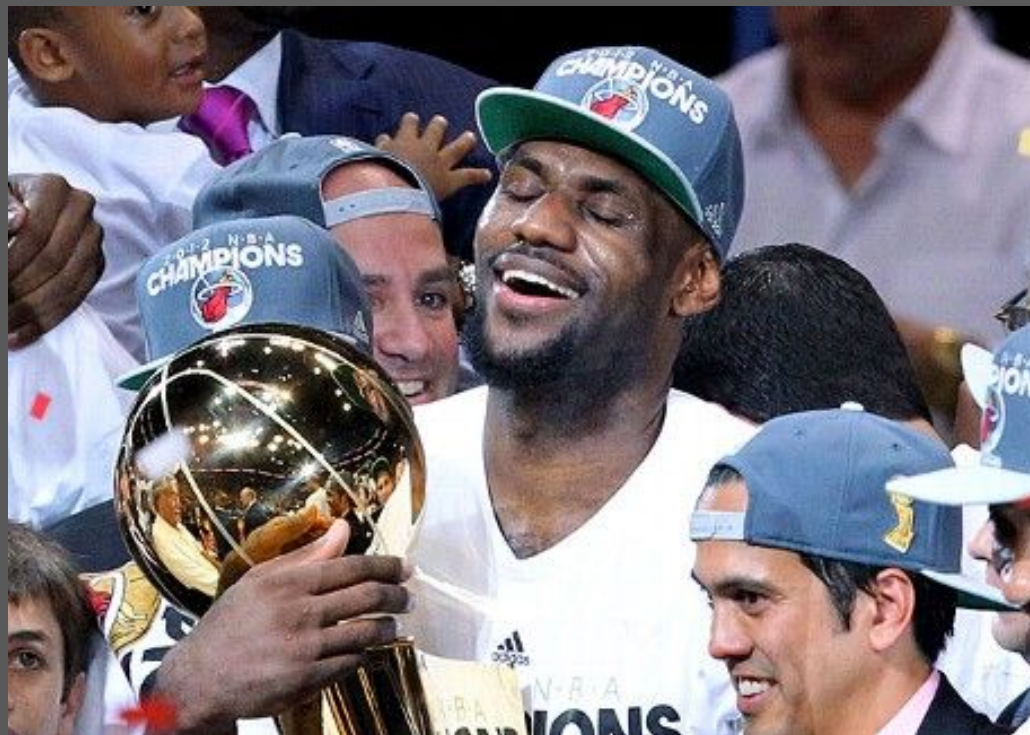
VS Franchises

eSports



Sports VS *eSports*

Stars/Storylines



Sports

VS
Coaching

eSports



Sports VS *eSports*

Execution/Physicality

400/actions per minute



Sports VS *eSports*

Amateur Competition



The Blurry Line



Basketball

?

Mario



Changes to Viewership

Broadcast overlays



**Virtual
Production -
LoL World
Finals**



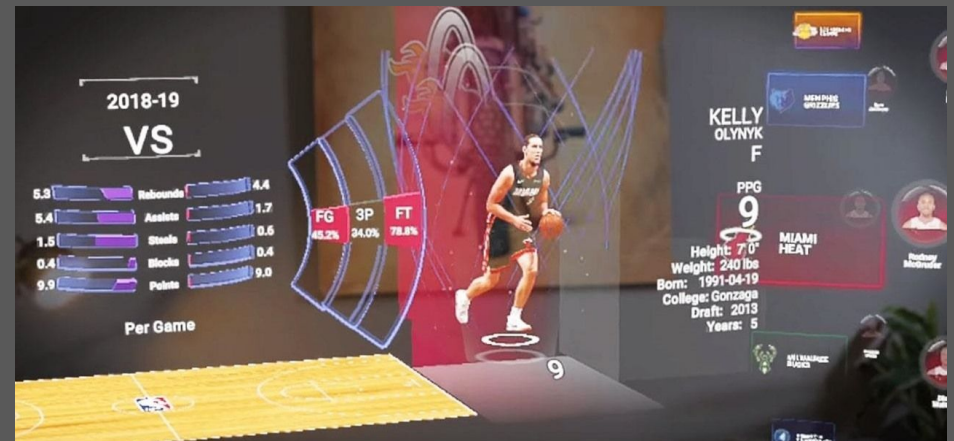
In Studio



On Broadcast



Magic Leap x NBA AR Basketball



**Stat Nerd/
Coaching** →



**Personalized
AR Overlay**

**People who like
betting** →

New Viewers →

?

← **Integrated with
Merch + Concessions**

↑ **Fantasy Sports**

NBA Top Shot

**Integrated
NFTs**

DERRICK ROSE

Layup - Feb 28 2020, From the Top (Series 1), DET

Legendary #/59 **LE**

Lowest Ask

USD \$1,000,000.00

\$11,998.80 Avg Sale **i**

Only 3 listings



ZED Run

0.07 ETH



Dojigiri

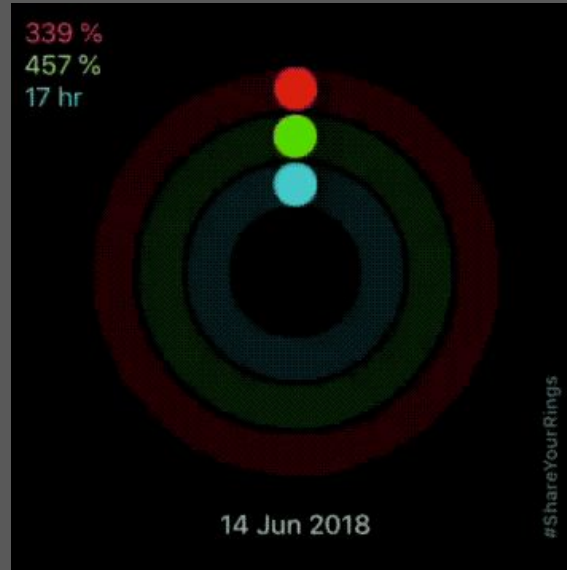
Z10 · Filly · Buterin
Chartreuse



The background is a vibrant, abstract composition of various geometric elements. It features overlapping diagonal bars in shades of brown, yellow, and teal. Interspersed among these are clusters of overlapping circles in light brown and yellow, small teal and brown stars, and tiny squares. The overall effect is a dynamic and celebratory pattern.

Gaining an Edge

Motivation Through Gamification



“Close Your Rings”
By Apple



Fun Exercise Bike Games



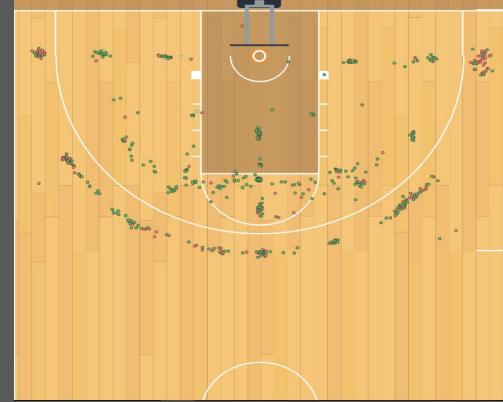
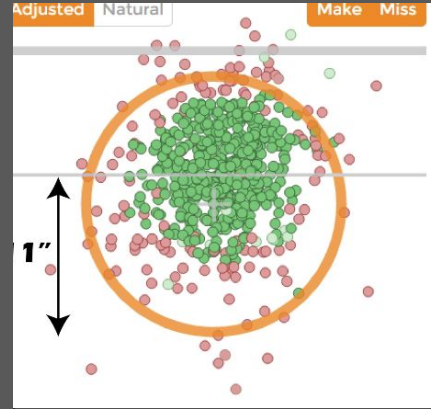
WINReality

VR Sim.



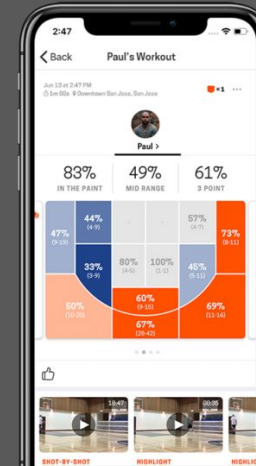
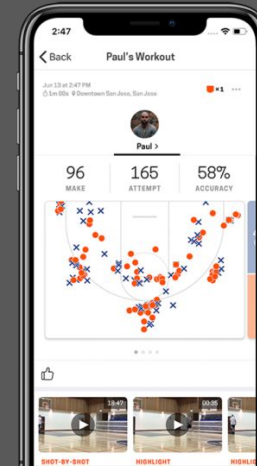
QB Training

NOAH Shot Tracking-



**Real Time
Tracking**

HomeCourt App-



The image features a person wearing an Oculus VR headset, which is the central focus. The background is a warm, orange-toned photograph of a person in a VR environment. Overlaid on this are several decorative elements: a large blue circle with white dots on the left, a yellow triangle, a yellow zigzag line, and a series of vertical green lines on the right. A white rectangular box is centered over the person's face, containing the text 'Questions + Discussion' in a bold, brown, sans-serif font.

***Questions +
Discussion***

Appendix

