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Game Changer: How Augmented Reality Will Transform The World Of Sports



Synopsis

Augmented reality (AR) technology will soon shape the future of our society and specifically the world of sports. After countless interviews with some of the field's most knowledgeable experts, Matthew Busel has distilled years of work and research to provide an easy-to-read primer on this emerging technology and its effect on the sports industry. Game Changer covers the startups and Fortune 500 companies poised to transform sports, delivering an inside look at the future of athletics. This cutting-edge book illuminates a path for athletes, coaches, broadcasters, advertisers, fans, and technologists looking for an edge. The multi-billion dollar sports industry is about to be disrupted. Don't be left behind.

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Customer Reviews

Before reading Matt's book, I thought augmented reality was a thing of the future (30-40 years down the line, maybe!). But now I realize how Augmented Reality (AR) will change the world of TODAY.

Companies like Apple, IBM, and Microsoft are all leading the charge on AR innovations (not mentioning Google Glass), and redefining the intersection of technology and life, but especially sports & tech. Matt's book is about how the world of today is being changed by the dreams of tomorrow. My favorite chapter to read was the one on "Advertising." It was particularly intriguing because little did I realize how Fortune 500 Companies and major players in the AR-industry (and marketing) are already modifying their strategies in anticipation for these innovations. This chapter goes beyond "Pokemon Go" for your smartphone, and explores how the world is likely to evolve in the coming years as a result of continued advancements in the space. I can't wait to see how some of my favorite athletes, such as LeBron James and Jayson Tatum (among others), take these advancements to elevate the quality of their game and make basketball even more exciting to watch!

Just like the saying goes in Spanish, *¡No dejes que te lo cuenten!* • you should not wait for other people to tell you about Game Changer. BUY IT NOW. Here's why: Matt is combining two areas where not many people overlap—sports and computer science. I personally never read about AR because all the content I found was dense and confusing. In his book, Matt writes clearly and breaks down key concepts to make them easy to digest. Additionally, he includes beautiful images to show the reader the practical combination of AR and basketball, golf, biking, etc. I am amazed of how innovative this topic is and that it is applicable to all sports. I am confident sports will continue to be a profitable industry for at least the next 40 years and that whoever uses AR will have the advantage. I still can't believe I was lucky enough to find it for a discounted price. Still worth a \$22 investment.

I grew up my whole life playing sports. I play baseball at the division I level and have tried just about every training regimen available. Matt Busel has given an insightful and in-depth look into the next big thing in sports training. It is fitting with every sport statistic being amped up to focus on the smallest of details with the help of Sabermetrics that Augmented Reality will have the same revolutionizing impact on how athletes prepare. Game Changer provides a look into the future from every angle, be it the athlete or investor, and Busel is leading the charge into this market disruption. Game Changer is a must read for any sports fan, techie, or shopper looking for a great book to read next.

Sports and technology are two things that are front and center for many of us -- and Busel's view of

the future helps bring it into focus as he shows what the latest trends, startups and innovators are doing with augmented reality to change the experience for players, teams, fans and more. This is a mix of futurism, a mix of sports insights and a mix of storytelling, wrapped into one of the hottest trends in Silicon Valley. If you are a sports person who likes technology, pick it up and think about how your experiences will be changing.

Busel has crafted a compelling and informative read...he artfully uses his expertise to convey complex topics with clarity. This book was hard to put down...I finished it in one sitting! As someone interested in sports but relatively uninformed about sports technology, I learned a lot. Excited to follow this trend in the future. For sure will pass this book along to my family and friends...

Game Changer is an incredibly innovative look at the application of Augmented Reality in the field of sports. Although not an athlete myself, I was enamored by Busel's ability to apply exciting new technology to sports. His Watching chapter had me right inside the moment imagining myself watching tv through a HoloLens. Game Changer has me excited for the future of AR and fascinated in the ways it can be applied to sports, and more. Prepare to be mind blown by this one of a kind approach to sports!

Amazing read. I'd highly recommend it. I've been hearing a lot about Augmented Reality and was looking for a book to learn about the technology and its applications, especially with sports. This book fit the bill. I liked the short vignettes at the beginning of each chapter. It was amazing to hear not only what is happening but also what's in the near future in the sports world with AR. My only criticism is that I thought the book was too short. I would have liked to have read more.

Matthew's dive into the intersection of Augmented Reality and sports will keep both casual and avid technology and sports fans on the edge of their seats. By explaining the technology behind AR and its applications Matthew really educates readers in an easy-to-read manner. The author also uses real-life examples which give even more context to the technology.

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