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\* Please register by  
Friday, August 20, 2021  
(KST/UTC+9)

# How is the sport industry evolving with digital transformation?

Tuesday, August 24, 10:00-11:00

(KST/UTC+9) via ZOOM

**Speakers:** Faculty Members from  
POSTECH Korea Sport Industry Development Institute (KSIDI)



Prof. Young-Seok Kim  
Chair Professor & Director of KSIDI



Prof. Minseok Song



Prof. Youngjoo Lee



Prof. Yoonyoung Chung



Prof. Mijung Kim



Prof. Yongsuk Seo

The sport industry is undergoing a rapid upheaval as digital technology is unlocking unprecedented opportunities. The global trend of sport technology has been revolving around building new ecosystems through digital transformation to create new values. In particular, these digitally transformed ecosystems have the potential to change the performance of athletes and teams; the experiences of fans; and the operation of venues. The sport technology that our university is focusing on includes big data, data science, wearable sensors, artificial intelligence, computer vision, and virtual reality. We are pleased to introduce one of the innovative interdisciplinary research projects to develop a support system to enhance the performance of soccer team.

This event will be recorded.

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