

"We already see a future in which the humble contact lens becomes a real platform, like the iPhone is today, with lots of developers contributing their ideas and inventions. As far as we're concerned, the possibilities extend as far as the eye can see, and beyond."¹

Concept of Invasive Sports Inc.

Chong (Chester) Guo | cguo65@gatech.edu

I have a concern about how sport could be. In the near future, although superstars are still important in this planet, fans may not be concentrated enough on game itself. Fans may be disconnected to the sport team.

Since virtual reality technologies are changing the viewing habits globally in the near future, sports thus become a less important activities for people to watch on live. Instead, people spend time on role-play virtual reality games and playbacks. Sports superstars also become a virtual star. Fans hug with them through the 3D projections. Sometimes its really hard to ask fans to believe their star is just the big man living in the neighborhood. It's urgent to make sure that sports to be corporeal, to be reactive and to be fan-based.

Meanwhile, the development of artificial intelligence, big data made more sport experts running mathematical models to predict games and calculate the best strategies. But sports teams are still controlled by the family holdings, general managers and coaches. Fans are not satisfied with that. They want to join the sport team as a part.

To solve the conflict between fans and teams, and to help fans to be engaged into the game. Sport leagues feel that they need new moves to ask fans to be a part of the sports team. Invasive Sports is among many solutions.

Through this wireless contact lens display, Invasive Sports could display whatever they want to display to the players 24 hours a day. Invasive Sports provides lots of built-in functions for fans to engage with their team. Fans could purchase different packs to get access to these functions (which will ultimately display on the player's contact lens) . Once the fans are pleased to be a part of team, Invasive Sports could also bring the team owners more profits.

¹ IEEE Spectrum "Augmented Reality in a Contact Lens"