

How technology improves athlete's performance

Several top-level sports are decided in a matter of hundredths or centimeters. Long before the moment of truth, there is intense preparation that requires discipline, method and relies on the science of sport as an ally to improve the performance of athletes.

Sportswear companies are increasingly using technology to improve athletes' performance. Whether to increase speed, reduce impacts or stimulate sweat, there are several technological innovations that have been developed especially for this area.

Sport has evolved over time, in the natural advancement of technology. It would not be possible to promote competitions of the size of the current Olympics, were they not the tools available. The technological advance provided the world's passion for the sport. Not to mention the strong influence on health and even political issues.

To the innumerable and different needs of sportsmen and sportswomen, whether professional or amateur, sporting material companies set up research and testing centers where innovations that improve performance or increase safety depending on sport are developed and studied.

After years of research and strong investment, where every movement of the athlete is monitored by computer, it is necessary to show the world the result and the power of the brand. Explicitly the manufacturers guarantee that they are, through their products, making the athlete more capable, which differentiates them from the others who, in turn, do not always have the same training and equipment conditions.

Therefore, as in all of society, sport as science suffers the natural and direct influence of technological evolution. Advances in different areas can indicate, for example, a more efficient movement or even a more adequate diet. That is, the sport participates, in an effective way, of the technological cycle, generating and using concepts.