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Blast Motion Captures Movements, Metrics and Highlights Like You're a Pro Athlete

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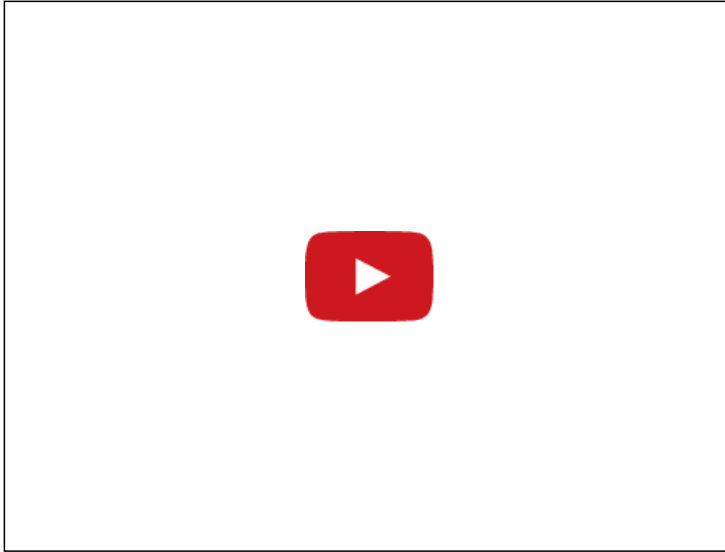
Improving your quickness, form and execution as an athlete is usually an incremental process. Sure, a coach can spot a batter dropping his elbow before hitting a pop fly or a golfer over-rotating on a yanked chip shot. But working out the kinks is easier when you can slow down and examine the minutia of your strengths and weaknesses.

For \$150, [Blast Motion](#), a video capturing software and motion sensor, automatically measures movement, cuts highlights of your action and lays metrics in real-time over the footage taken with your smartphone or GoPro.

On video, you can see the trajectory of your vertical leap or acceleration, for instance, among several other statistics tracked by the devices. The sensor attachment—either clinging to your waistband, a [baseball bat](#) or a [golf club](#)—

transmits the information via Bluetooth Smart technology, which can be immediately uploaded to share with a coach or posted on a social network to compare your results with other users.

Blast Motion Golf

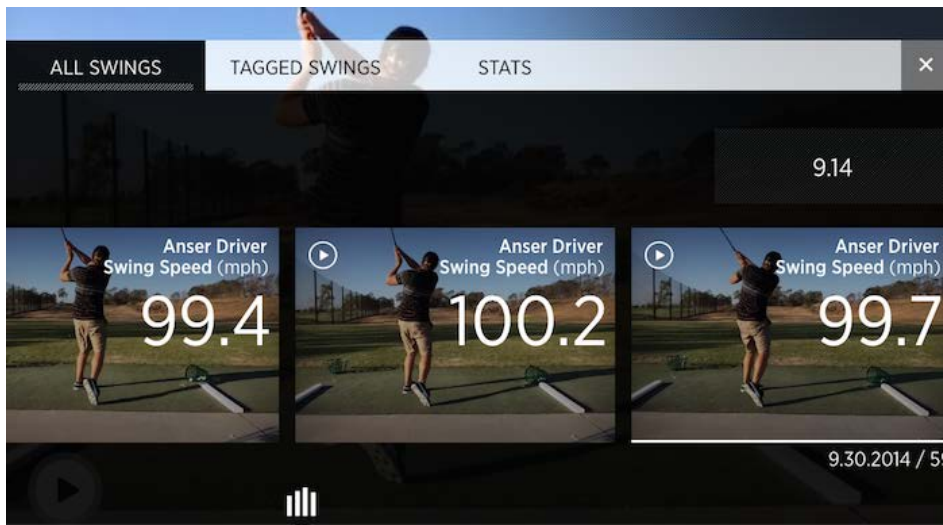


The technology is small and portable. The [waist sensor](#) is 0.3 oz. and about the size of a quarter. It [works best](#) for [basketball](#), volleyball, weightlifting and gymnastics because it specifically measures the acceleration, vertical height, rotation and hang-time of your body movement.

The [baseball](#) and [golf](#) sensor attachments measure the power and efficiency of your swings. Wrapped around the knob of a [baseball](#) bat, the sensor measures swing speed, wrist release, power, efficiency and more. And for the sensor clinging to the end of a driver or putter, Blast Motion tracks swing speed, loft, lie, rotation change and more.

A Blast [ActionCam](#) attachment, used best for extreme sports like motocross, BMX or skateboarding, clips to a GoPro and overlays metrics like rotation and hang-time directly over the footage.

“In the past, elite athletes had access to this technology, but your general consumer didn’t,” said Donovan Prostrollo, the senior director of marketing for Blast Motion. “So they couldn’t get that same competitive edge and become a superstar.”



Library of multiple golf swings during single session

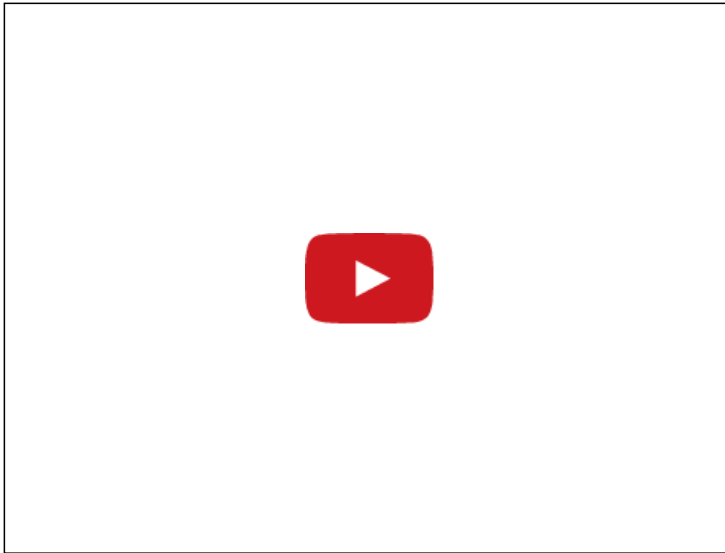
“We actually use a [Vicon](#) optical system to basically help us calibrate and really fine-tune our system,” Prostrollo explained. “So it’s a high-speed camera system. It’s the same system Hollywood uses for all of their blockbuster movies. The amount of information and detail you can capture with a high-speed camera system is just incredible. That gives us the ability to get our accuracy and consistency so good that it’s two, three times better than any of our closest competition.”



Blast Motions sensor

The technology automatically does the hard work for you. Cutting down a minute of footage into seconds of highlights is easy. Up the ante. Attach your camera to a tripod to film a 20-minute session at the driving range and Blast Motion will trim a reel of all the swings for you. “You can look in your history then and see your best and worst swing,” Prostrollo suggested. “Whether you’re a parent or a coach, you can really help him hone in, quickly, and you can watch back a couple seconds of highlight clips instead of 20 minutes worth of video. It’s pretty powerful.”

Blast Motion Action Cam



The app also provides ranges that compare your results with those of a typical amateur or professional athlete. It will even offer tips and drills on how to improve your mechanics. Although swing speed and angle does not always correlate to a mechanically sound swing, Blast Motion developed “Blast Factor,” a metric combining power and efficiency that can compare the quality of swings made by anyone of any age, be it a Little or Major leaguer.

Prostrollo particularly praises the golf application because of the voluminous information offered to help improve the incremental art of putting.

Blast Motion is currently partnered with Easton, which sponsors the Little League World Series, and Miami Heat [forward James Ennis](#). Sensors will also be worn by eight participants in the 2015 [American Family Insurance High School Slam Dunk & 3-Point Championships](#) on April 1st. Their metrics will be displayed during the televised broadcast April 5th on CBS.

The upcoming 3.3 version of Blast Motion software will include adaptive slow-mo, automatically detecting when to slow down highlight footage and then speed it back up. This will allow users to see the minutia of their

movements at the point of contact, like connecting with a baseball or hammering down a slam dunk, better than ever.

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