

# Easton Bringing Sensors To Baseball Bat With Help Of Blast Motion

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Baseball has always been a game of statistics and numbers. Recently, with improvements in technology, those stats have received a facelift; most notably with [MLB's Statcast](#).

Now, Easton is quantifying a player's swing with the Easton Power Sensor, powered by [Blast Motion](#). This new sensor will aim to help baseball players improve their swing using more scientific evaluations.

The sensor fits on top of the knob of any baseball or softball bat, and then it captures a variety of swing metrics. These then match to a video of the swing that you can take on your smartphone, within the Easton Power Sensor App. There are five key metrics that the sensor tracks—time to contact, efficiency index, power index, swing speed and blast factor.

That last category, blast factor, is a culmination of all of the different metrics, and their integration into one consolidated number between zero and 100. One can compare the blast factor with previous Power Sensor sessions, in addition to friends and teammates.

All of these numbers and improvements can be shared with other people over a range of social media platforms, and they can even be emailed to coaches.

Blast Motion creates a [number of different sensors](#) for sports other than baseball, including basketball, golf and general athletic performance. They even had their own baseball system, before

officially partnering up with Easton.

“With the launch of the Easton Power Sensor, we’re excited to offer the marketplace a unified baseball and softball solution,” said Roger Weingarth, President and COO of Blast Motion. “In September, we will be offering existing Blast Baseball Replay customers a free software upgrade, allowing them to gain all the benefits of Easton Power Sensor app.”

The sensor is available at [Easton’s online store](#) for \$149.95.

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