

# Sporty tech gadgets put data in users' hands

AFP

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Cycling medalist Dotsie Bausch demonstrates a bicycle at the Consumer Electronics Show on January 7, 2015, in Las Vegas, Nevada

Las Vegas (AFP) - Olympic cycling medalist Dotsie Bausch is hooked on data, and she wants everyone to know it.

Showing up at this week's Consumer Electronics Show as a spokeswoman for

the medical technology group Masimo, Bausch offered a demonstration of her cycling skills and the data she uses to train.

Getting good physiological data for training is important in a sport marred by numerous doping scandals, said the 2012 Olympic silver medalist who kicked a drug habit before her sports career.

"I don't dope because I don't want to cheat. But you want to use every fair-game device available," she said following the demonstration using Masimo's fingertip monitor for oxygen saturation and pulse rate using infrared sensors.

"The goal is to get the most out of a workout and still recover so you can do it the next day."

Masimo spokesman said the systems use "a hospital-grade device which we have brought to the consumer."

One of the big themes at this year's Las Vegas event was the marriage of technology and sports. The Consumer Electronics Association, which organizes the show, estimates Americans alone will spend \$1.8 billion on fitness and activity trackers this year.

But CES exhibitors were showing off devices and services that go far beyond the simple fitness band.

Unveiled at the show, the AmpStrip by US-based Fitlinxx is a patch that sticks to the body for anywhere from three to seven days and measures heart rate, activity and stress.

"It was designed as an aid to fitness enthusiasts," said Fitlinxx's Doug McClure.

"The need has to do with understanding how you are training. Overtraining

leads to injury. By wearing this 24/7 we can understand how much stress your body is under."



Epson, the Japanese electronics giant, presents fitness band at the 2015 International CES at the Sands Expo and Convention Center on January 6, 2015 in Las Vegas, Nevada

- Digital coaching -

California startup Zepp Labs showed its device, the size of a bottle cap, which can be attached to a tennis racquet baseball bat or golf club to collect data to analyze one's swing, and compare it to that of professionals.

The data is fed into a smartphone app that allows the user to visualize his or her motions.

"We're not just giving you data, we want to help you get better," said Zepp's Bill Lucarelli, as he showed the product in Las Vegas.

