£15 million Sports Technology Institute set for Loughborough University（图）

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[摘要] 13 March 2007 - A £15 million state-of-the-art Sports Technology Institute is being created at Loughborough University, in partnership with East Midlands Development Agency (emda). The Institute will develop cutting-edge technology to assist the country's elite athletes in their preparation for the London 2012 Olympic and Paralympic Games, as well as significantly enhance research, innovation and enterprise in the sport and leisure sector throughout the region, and beyond.
[引擎词] London 2012 Olympic and Paralympic Games

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art Sports Technology Institute is being created at Loughborough University, in partnership with East Midlands Development Agency (emda).

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edge technology to assist the country's elite athletes in their preparation for the London 2012 Olympic and Paralympic Games, as well as significantly enhance research, innovation and enterprise in the sport and leisure sector throughout the region, and beyond.

Due to open later this year, the Institute will become home to the University's world-

leading Sports Technology Research Group. The Group has an international reputation for its work with global brands on the design, simulation, testing and manufacture of sports equipment. Industrial collaborators include adidas, Callaway Golf, Canterbury of New Zealand, Head, New Balance, Nike, Reebok, Sports World International (Dunlop Slazenger) and Umbro. Recent high profile projects include partnering adidas in the development and validation of their revolutionary 2006 World Cup football; development of personalised football boots for partnership players, using state-

emda has awarded £5.4 million towards the creation of the Institute. The University is investing a further £4.5 million, along with extra funding for equipment. The cash will be used to purchase and refurbish the former Motorola building, located next to the University's BioLand Park, to house the new facility. It is anticipated that the Sports Technology Research Group will secure further ongoing funding from the Engineering and Physical Sciences Research Council and the sporting goods industry to enable additional investment in equipment and staff. The Group is also bidding t

Loughborough's Sports Technology Research Group is currently working with a leading particular footwear brand to develop customised sprint shoes to enhance individual athlete's performance.

Speaking about the announcement Loughborough University's Vice-Chancellor, Professor Shirley Pearce, said: "The Institute will act as a focal point for the region's economic base in sport and leisure, bestowing a beacon of best practice, enjoying global visibility and generating immense interest from industry. It represents a major advancement in this arena of research, and enables us to lead in this field, both in the UK and across the world. I am delighted to acknowledge emda's invaluable investment and enthusiasm for the University's preparation for the 2012 Games."

Head of the Sports Technology Research Group, Professor Ray Jones, added: "With emda's support we will be able to further amplify the impact of our research and development activities, thereby establishing Loughborough University and the East Midlands as international leaders in this field."

Jeff Moore welcomed the partnership with Loughborough University. He added: "emda is delighted to support this evolving initiative which supports the vision for the East Midlands to become a flourishing region. It will also help the East Midlands' contribution to the sport and leisure industry and create a successful sporting legacy long after the London 2012 Games."

Loughborough, the country's premier university for sports development, research and training, is the perfect base for the Institute. It has an unparalleled record of sporting excellence and some of the most celebrated names in sport have studied at Loughborough. These include world record

-breaking athletes Sebastian Coe, David Moorcroft, Paula Radcliffe and Steve Backley; probably the greatest ever Paralympian Tanni Grey-

Thompson; and England's World Cup-

winning rugby coach Sir Clive Woodward. Today the University continues to nurture the sporting stars of the future –

-including athletes who will represent Great Britain in the 2012 Olympic and Paralympic Games.

The research conducted by the Sports Technology Institute will help these athletes and the sports governing bodies prepare for the 2012 Games, providing them with state

-of-the-art training equipment, performance,

monitoring devices to enhance coaching and commercial clothing and footwear. After the 2012 Games the legacy of an elite athlete support centre and technology hub for regional sports enterprise activities will remain.

The University's Institute Director designate, Dr Mike Caine added: "Not only will our work aid the country's elite athletes, it will also provide a perfect vehicle to foster longer term innovation in a broader range of sports and active pursuits. This, in turn, will contribute significantly to regional enterprise and to the health and wellbeing of the nation via the development of novel play, fitness and sports equipment for one by all.

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