

Index

Symbols

3D reconstruction 89, 91
3G 157, 160

A

accuracy 63, 65, 70, 71, 72, 73, 74, 75,
76, 77, 84, 89, 93, 103, 104, 127,
130, 161, 197, 199, 200, 204, 205,
207, 210, 277
active games 270, 271
adaptive network 323
advergaming 294, 314, 319, 320
aerodynamic 123, 133
AFC Ajax of Amsterdam 232, 233
Allstar Stats Inc. 182
Ambrosius, Greg 183
analogue 3, 5, 6, 145
AOL.com 179
arousal 263, 275, 276, 314, 315, 316, 317,
318, 319, 320, 335
artificial intelligence 32, 87, 194, 195, 208
attention theory 15
augmented reality (AR) 95
augmented sport 20, 21, 28, 139
Australian Football League (AFL) 231
avatars 151, 169, 174, 251

B

Bader, Eric 181
billboard signage 292
biomechanics 36, 37, 61, 81, 94, 96, 101,
102, 103, 104, 105, 107, 108, 120,
142
blog 322, 328, 332

brand 183, 289, 322
brand awareness 232, 235, 290, 302, 303,
305, 311, 323
brand confusion 314, 315
brand familiarity 300, 305, 310, 312
brand memory 305, 319
Buffalo Wild Wings 183

C

calibration 77, 84, 88, 89, 90, 97, 109,
111, 112, 114, 194, 195, 205, 208
camera calibration 88, 97
case study 74, 96, 97, 104, 134, 219, 226,
230, 234
CBS SportsLine 180
CDM Fantasy Sports 179
community-based organisation 225
computer supported collaborative sports
136, 137, 146
consumption 1, 4, 5, 6, 7, 8, 9, 10, 11,
16, 30, 178, 179, 182, 183, 184,
185, 186, 187, 188, 189, 192, 232,
243, 262, 285, 287, 288, 289, 291,
292, 295, 296, 297, 299, 332
content based retrieval 248
Coors 183
correspondence analysis 321, 327, 335

D

Deep Green 199, 205, 207, 208
digital museum 246, 247, 248, 250, 256
distribution 1, 2, 6, 8, 9, 13, 16, 29, 140,
202, 250, 269, 321, 327
dynamics 36, 41, 42, 43, 48, 50, 55, 60,
61, 75, 85, 124, 125, 131, 134, 178,
182, 189, 196, 200, 274, 287, 305

E

edutainment 168
 Electronic Arts (EA) 167
 electronic games 258, 259, 261, 262, 263,
 264, 266, 267, 268, 269, 270, 271,
 272, 273, 274, 294, 314, 315
 elite athletes 122, 167, 168, 169, 174
 Entertainment Software Association (ESA)
 259, 288, 298
 ESPN 171, 172, 174, 179, 180, 183, 188,
 191, 297, 298, 335
 e-Sport 271, 272
 exertion 138, 139, 141, 151, 152, 153,
 154, 155, 162
 expatriate fans 231, 233, 237

F

Fantasy Basketball Commissioner 188
 fantasy sports 171, 178, 179, 180, 181,
 182, 183, 184, 185, 186, 187, 188,
 189, 190, 191, 192
 Fantasy Sports Association (FSA) 180
 Fantasy Sports Trade Association (FSTA) 180
 flight simulation 142, 143
 Fox Sports 180

G

game medium characteristics 263
 Glover, Dick 190
 golf 9, 15, 23, 27, 28, 33, 34, 90, 95, 97,
 115, 119, 121, 127, 128, 134, 135,
 175, 177, 180, 270, 288
 GPS 129, 154, 160

H

Hawkeye 23, 24, 26, 27, 28, 32, 33, 35
 headphones 153, 158, 159, 160, 161
 health benefit 143, 150, 156, 163
 human motion analysis 65, 81, 82, 114
 humanoid 36, 37, 44, 45, 46, 48, 49, 55,
 56, 60, 61

I

inertial sensors 101, 108, 114, 115, 118,
 119, 122, 123, 125, 126, 127, 129,
 132, 133

information and communications technologies
 (ICTs) 214
 in-game advertising 287, 288, 290, 291,
 291, 292, 293, 294, 294, 295, 295,
 296, 297, 300, 301, 302, 303, 304,
 305, 307, 308, 309, 310, 311, 312
 innovation-decision process
 212, 216, 217, 218, 224, 225
 interactive digital media (IDM) 94
 interactive sports marketing 182
 interactivity 247, 254, 263, 264, 265, 266,
 269, 270, 273, 276, 281, 282, 284,
 286, 302
 Internet applications 212, 214, 215, 216,
 217, 218, 225

J

jogging 153, 155, 156, 157, 158, 159,
 160, 161, 163, 271
 Jogging over a Distance 150, 151, 155, 156,
 158, 160, 161, 162, 163, 164, 165

K

Katz, David 182
 kinesiology 82, 94, 95

L

Leinart, Matt 183
 level of detail (LOD) 250

M

Major League Baseball Advanced Media (ML-
 BAM) 179
 Manning, Eli 183
 marketing mix elements 187
 Mexico 142, 147, 315, 317
 Microsoft 259, 270, 271, 288, 290, 294,
 297, 297, 301
 mixed methods
 228, 229, 230, 234, 239, 240
 monitoring systems 108, 113
 Morton's Steakhouse 183
 motion capture 77, 80, 81, 82, 83, 84, 85,
 86, 87, 88, 94, 97, 109, 118, 131,
 252, 254

Index

motion editing 252
motivator 262, 263

N

Nabisco 316, 317
National Association of Stock Car Auto Racing
(NASCAR) 182
National Basketball Association (NBA)
188, 289
National Football League (NFL) 180, 289
National Hockey League (NHL) 188, 289
NBC 182, 183, 192
Nintendo 78, 127, 148, 152, 165, 259,
260, 268, 270, 272, 283, 284, 285,
288
noise 74, 75, 86, 92, 125, 133, 146, 157,
173, 200, 201, 202, 203, 204, 208,
249, 250, 301, 322

O

occlusion 70, 75, 76, 80, 81, 84, 87, 93,
94
online interviews 230, 239
online questionnaires 228, 230
online supporter branches 236
optical systems 81, 82, 83, 101, 109

P

performance 8, 9, 11, 17, 24, 28, 63, 64,
68, 71, 74, 75, 77, 78, 79, 82, 84,
87, 96, 102, 103, 104, 105, 109,
112, 114, 115, 120, 122, 123, 125,
127, 129, 131, 134, 136, 141, 151,
153, 156, 163, 172, 173, 174, 175,
176, 177, 185, 188, 190, 212, 213,
218, 232, 235, 249, 250, 251, 252,
254, 261, 280, 283, 315, 316, 323
performance analysis 63, 64, 123, 134
physics 75, 95, 104, 134, 195, 196, 197,
201, 205, 208, 209, 210, 254, 336
player tracking 64, 65, 66, 68, 69, 70, 71,
72, 73, 74, 75, 76, 77, 78
pool 30, 34, 179, 194, 195, 196, 197,
198, 199, 200, 201, 202, 203, 204,
205, 206, 207, 208, 209, 210, 243

Poseidon 22, 25, 27, 28, 30, 32, 33, 34
product placement
281, 291, 302, 303, 309, 312
ProTrade 180
psychological responses 263

R

real-time rendering 247, 251, 254
refereeing 20, 22, 24, 25, 32, 33, 34
return on investment (ROI) 293
robot 36, 39, 44, 61, 194, 199, 200, 205,
207, 208, 209, 210
robotics 36, 37, 60, 61, 195, 205, 210, 251
rowing 123, 126, 127, 129, 134, 152
Russo, Chris 189

S

satellite supporters 228, 229, 230, 231,
232, 233, 234, 235, 237, 238, 239,
240
SensorHogu 22, 25, 26, 30, 32, 33
shape-from-silhouette 85
shot 34, 108, 128, 130, 138, 194, 195,
196, 197, 198, 199, 200, 201, 202,
203, 204, 205, 207, 208, 210, 293,
321
simulation 38, 42, 43, 46, 48, 51, 55, 56,
57, 59, 60, 78, 120, 127, 142, 143,
167, 168, 172, 173, 194, 197, 199,
202, 204, 205, 208, 210, 221, 246,
247, 248, 251, 252, 254, 255, 256,
285, 311
skiing 26, 133, 134
skin deformation 86, 87, 93, 94
Snyder, Steve 183
social benefits 151, 155, 165, 166
social network analysis
324, 326, 333, 334, 336
Sony 259, 260, 270, 285, 288, 293, 294,
297, 299
spatialization 155, 160, 161
spatiotemporal 64
spin 105, 195, 196
sponsors 15, 180, 183, 190, 229, 269,
288, 289, 289, 291, 293, 294, 296,
298, 322, 332

sporting bodies 76, 214, 224, 225, 322, 333
 sports domain 21, 25
 sports engineering 24, 139
 sports games 23, 75, 78, 80, 179, 182,
 183, 184, 185, 186, 187, 188, 189,
 268, 269, 270, 273
 Sports Illustrated 180
 sports simulation 246, 247, 248, 254, 256
 sport video game motivation 295
 sport video games 167, 168, 169, 170, 171,
 172, 174, 175, 176, 177, 287, 288,
 288, 289, 289, 290, 292, 292, 293,
 294, 294, 295, 295, 296, 297
 statistical 63, 66, 68, 69, 70, 73, 76, 77,
 85, 169, 179, 186, 187, 190, 200,
 225, 307
 superstars 1, 4, 5, 6, 7, 8, 10, 11, 17

T

table tennis 137, 143, 145, 146, 147, 148
 taxonomy 19, 20, 21, 22, 24, 28, 31, 32,
 34, 35
 team identification 228, 229, 230, 231, 233,
 235, 240
 telepresence 265, 285, 304, 312
 tennis 7, 14, 15, 26, 27, 28, 37, 38, 41,
 59, 73, 76, 80, 101, 102, 103, 104,
 105, 106, 107, 108, 112, 113, 114,
 115, 116, 118, 119, 120, 121, 138,
 140, 143, 270, 288
 tennis serve 105, 107, 112, 113, 114, 115,
 119, 120, 121

The Sporting News 180, 187, 189
 tournament theory 9, 14, 15, 16
 tree 20, 50, 197, 200, 201, 202, 204

U

ubiquitous computing
 21, 25, 28, 34, 137, 148

V

video game sponsorships 287, 288, 291,
 291, 292, 293, 296
 virtual human 247, 252, 254
 virtual reality 60, 246, 247, 248, 254, 256,
 276, 280, 283, 284, 285
 vision 22, 23, 65, 80, 81, 82, 83, 84, 85,
 86, 87, 88, 94, 97, 152, 173, 194,
 195, 205, 207, 208, 210, 250
 volume of interest 110
 volunteers 157, 212, 213, 214, 215, 216,
 218, 221, 222, 223, 224, 225, 227

W

Walker, Clay 190
 Wisconsin Men's soccer players 172

Y

Yahoo! 179, 180, 182, 183, 188

Z

zero-moment point 62