

SPORTS SIMULATOR AND ELITE SKILLS ACADEMY COMBINE TECHNOLOGIES FOR THE FOOTBALL AND LEISURE INDUSTRY

Due to popular demand, it is now possible for football clubs, players and sports fans to enjoy a vast array of football technology together for the first time. The sports simulator combines entertainment, training skills and ultimate coaching into a complete football academy, whilst ICON, a training tool manufactured by Elite Skills Arena, tests touch, passing accuracy, awareness and co-ordination. Its unique circular design means that players get the same amount of touches in 1 minute, as they would in a 90 minute match. David Beckham tried the system at an AIA Thailand event in Bangkok, which saw hundreds of younger players get a chance to challenge the football legend at company's 'Living a Healthier Life' campaign. Premier League timekeepers TAG Heuer have also used the system at marketing events around the world, with the likes of Cristiano Ronaldo, Wayne Rooney, Zlatan Ibrahimovic, Peter Schmeichel, Dwight York and many others joining TAG to set scores and give others a chance to beat them. Contactless card technology allows the sports simulator to be seamlessly integrated with Elite Skills Arena's revolutionary football training equipment. Combining the ICON system with the Sports Simulator creates an interactive skills based environment where participants can enjoy contests, skilled based response challenges and a wide range of 3D sports activities, whilst also competing on an online leader board that is shared by the technologies of both companies. Sponsors, professional clubs and their partners can also benefit from branding benefits built into each system. Review this incredible technology at www.sportssimulator.com and www.eliteskillsarena.com

