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A DIFFERENT CAMERA PERSPECTIVE

BY RADHIKA SETH / 10/30/2012

The FANs Cam is a pint-sized camera that brings more to the table than being just a spectator. The mini camera clips onto the collar of a sports player's uniform and hooks up a livefeed to the fan on the stands. It gives the fan a perspective of the game that they've never experienced before. The video is accessible after a simple scan of the QR code printed on the back of the game's ticket. You get the option of picking your favorite player using the smart phone, and get instant access to what that player sees.

> *It even functions as a performance recorder for the athletes; they can play back the recorded videos to review the game. Athletes or the coaches can then identify their strengths and weaknesses and develop their training program accordingly. Coaches could also alter their team's strategy mid-game based on views from different players.*
>
> *The camera is user-safe and crafted with an exterior shell made of rubber. It is made from a lightweight and elastic clip form and the aluminium offers thermal conductivity. Energy is provided by a high-power thermoelectric chip, which generates power both from the athlete's body and the ambient temperature.*

FANs Cam is a 2012 red dot award: design concept entry.

Advisor: Prof. Huang Shyh-Jier

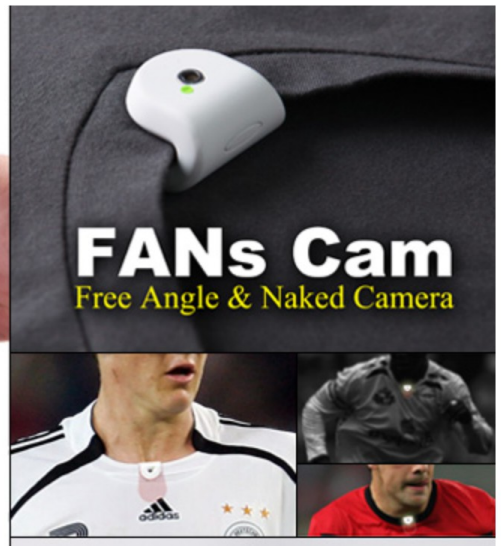
Designers: Sheng-Hung Lee & Chan Wai Yeh

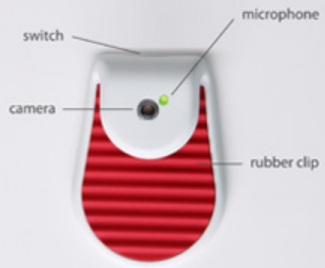
[youtube:http://www.youtube.com/watch?v=6Xl9PnZjq8U 600 451]

STEP 1
Scan the QR code on the ticket.

STEP 2
Connect to the FANs Cam of the player.

STEP 3
See the views of the players.





FANs Cam is designed in view of bringing a more exciting experience to the audiences when watching the sport game. Just a simple scan on the QR code that printed at the back of ticket and chooses your preferred player by using your smart phone, you can immediately see and feel the same as what the chosen player see and feels! Meanwhile, it functions as a performance recorder for the athletes as they can playback the recorded FANs Cam videos. Athletes or the coaches can then identify the strengths or weaknesses and develop the training program accordingly. Interestingly, the coaches can adjust the strategy on the spot by viewing from different players' perspectives.

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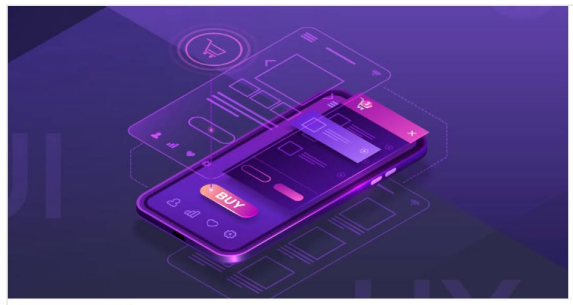

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