International Sports Technology Association Launches New Global Sports Technology Conference, Adds Distinguished Member to Executive Advisory Board

The International Sports Technology Association has formally launched marketing activities for Transmit/Receive (TX/RX), its inaugural sports technology conference.

ATLANTA (PRWEB) February 06, 2019 -- Transmit/Receive, also written as TX/RX, is a global sports technology conference. The conference is taking place at the Marriott Waverly Atlanta, Cobb Galleria, March 4th and 5th 2019. The conference is sponsored by Platypus Neuro, Dartfish, Global Sports Concepts, supported by the Sports Technology Awards Group, and covered by a media partner, Around The Rings.

Phil Cheetham, Director of Sport Technology & Innovation at the United States Olympic Committee; John Parsons, Managing Director at the NCAA’s Sports Science Institute; Jonathan Shepherd, Board Director at the International Sports Engineering Association - are just a sample of the highly regarded speakers.

Attendees will consist of local economic leaders, researchers & scientists, sports technologists, high performance directors, performance analysts, strength and conditioning coaches, program directors, competitive athletes, and others.

An economic trade mission from the Australian Sports Technologies Network will be in attendance as well. ATSN will bring a group of startups to share their technologies and meet local business development representatives.

Tom Nugent, VP of Elite Performance at Platypus Neuro, said, “We are thrilled to have the opportunity to speak with the conference delegates and help usher in applied neuroscience as the next frontier in sports technologies. Whether it’s to simply improve your overall brain health or to seek specialized cognitive training to improve skills in a specific sport, we’ll discuss and show how ‘training from the neck up’ is the new edge that you can’t miss out on.”

Additionally, Dartfish Co-Founder, Victor Bergonzoli said, “The southeast USA has been a driving force in competitive sport for decades, now, with recent investments in venues and a notable championship culture, we are proud of our connection to Atlanta.” The Emmy winning Dartfish provides elite and pro sports organizations with video analysis tools. A unique addition to the traditional conference format is a special dinner to discuss next steps for fan or brand interests in athlete data. Limited tickets are available www.txrxatl.com

The association is also proud to announce that Marcus Dunn, a respected biomechanical engineering faculty at and fellow at the Centre for Sports Engineering Research, has accepted a two year appointment to ISTA’s Executive Advisory Board. Dunn will represent sports equipment, materials, and engineering interests to help ISTA’s Board of Directors and Executives craft meaningful programs that increase awareness for engineering aspects in the development of new innovative technologies in sport. Dunn has consulted with and advised IOC, FIFA, and other international sporting organizations about technologies in sport.

About Platypus Neuro
PlatypusNeuro translates cutting-edge neuroscience discoveries into practical tools and programs that
measurably enhance human performance. The company’s core product – the Human 2.0 brain upgrade – is a scientifically validated neurotechnology system that produces guaranteed and dramatic improvements in client’s brain function. The company’s clients include many of the world’s most elite performers including professional athletes, CEOs, and hedge fund managers. PlatypusNeuro’s main competitive advantage stems from its extensive intellectual property portfolio and its world-class team of neuroscientists.

About ISTA
The International Sports Technology Association is the global voice for anyone working with technology in the sports industry. Just like others industries, technology is a rapidly evolving aspect effecting every level of sport. ISTA is developing a professional sports technology certificate tailored to the sports industry in an effort to ease disruption with educational courses and skill verification. The collaborative association is instrumental in educating and uniting global ecosystems interested in growing the field of study while influencing best practices in the global marketplace.
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