

April 17, 2017

For General Release

Information Services International-Dentsu, Ltd.

## ISID Develops “DigSports” to Measure Children’s Athletic Abilities and Determine Sports Aptitudes



Measure children’s athletic abilities by DigSports

In cooperation with Kenta Toyama, sports training specialist and physical coach for the Ski Association of Japan freestyle team, the ISID Open Innovation Lab (“Innolab”), has developed the “DigSports” system, which uses IT to automatically measure children’s athletic abilities and determine the appropriate type of sport for each individual. Going forward, ISID plans to further enhance this system’s functionality and make it publically available to educational institutions, local governments, sports schools and other organizations.

Amid a growing interest in sports ahead of the 2020 Olympics, the Japanese government is engaged in promoting and increasing health through sports targeting not only top athletes, but all citizens of Japan, from children to seniors. A nationwide survey which is conducted by the Japan Sports Agency on the physical strength, athletic ability and exercise habits of elementary and junior high school students indicates a clear correlation between exercise habits and physical strength, as well as exercise/sports awareness and physical fitness. Increasing positive awareness of habitual exercise and exercise/sport is vital for the effort to improve physical fitness. At the same time, the survey also indicated that the ratio of respondents who “dislike” exercise and sports has been on the rise since FY2014.

In light of these conditions, the Innolab developed DigSports under the hypothesis that children who discover a sport they like at an early age will be more motivated to exercise and form exercise habits that can lead to becoming an athlete in the future or adopting a sport they can enjoy throughout their life.

DigSports is a system that measures athletic abilities developed as mechanism for promoting growth through sports and augments children’s sports initiatives. Children enjoy themselves as they take on challenges,

watching themselves on the monitor and checking their progress. As large-scale facilities and multiple recording staff are not necessary, this system can be used over and over again to enable the detailed recording of athletic ability improvements. Also, by estimating which sport is most suitable based on specialist knowledge, children can gain an awareness of their potential, which is expected to result in a highly focused engagement in sports.

**Contact:**

<For Business>

ISID 2020 Technology & Business Development Office Open Innovation Lab

TEL:+81 3-6713-6098 E-Mail: [info@innolab.jp](mailto:info@innolab.jp)

<For Media>

ISID Corporate Communications Office

TEL:+81 3-6713-6100 E-mail: [g-pr@isid.co.jp](mailto:g-pr@isid.co.jp)

Note: Company and product names in this release are the trademark or registered trademark of each company respectively.