

## The Fastest-Growing Sports Are Virtual

Over the last decade, eSports has exploded onto the scene, securing its place in popular culture. What was once seen as a hobby has transformed into an international competitive phenomenon, with millions of fans and billions of dollars in available prize money and brand sponsorships. “eSports” describes the world of competitive video gaming. Players from different leagues or teams battle each other in popular video games, like Fortnite, League of Legends, Counter-Strike, Call of Duty, Overwatch, and Madden NFL. Gamers are watched and followed by fans all over the world, many of whom attend live events or tune via online streaming stations, like Twitch.



HiLo: Changing posture over long periods of time reduces back strain.

## **Millions of Fans, Billions of Dollars**

Nearly 500 million people worldwide will watch eSports in 2021. Major entertainment corporations like ESPN and Disney have invested in the sport, broadcasting live tournaments to mainstream audiences. Top eSports competitors are professional, full-time, career gamers. These players are drafted, just like traditional athletes. In addition to the professional scene, more than 175 US colleges now have varsity gaming programs, recognized by the National Association of Collegiate eSports. Similar to traditional sports, eSports teams have coaches, analysts, and managers who are in charge of training and strategizing on behalf of players. If all of this seems like a lot of fuss over video games, don't forget: this is a billion-dollar market, where prize pools can reach up to \$35 million per competition! Plus, the latest numbers are in: experts predict the global eSports audience will grow another 100 million by the end of this year with revenues of \$1.1 billion, which represents year-on-year growth of 8.7 per cent. It seems the gaming industry will continue to be a smart investment.

## **Supporting Gamer Well-Being**

As video game competitions become more serious with even larger stakes, gamers are facing many of the same issues as traditional athletes, including physical injury. That's right! eSports competitors are practicing and competing between 5-10 hours per day, which puts them at risk of repetitive strain wrist injuries, tenosynovitis, and circulatory disorders. Other common injuries include eye strain, neck pain, and spinal discomfort. These problems impact gamer lifestyle and even competition performance. Doctors are now suggesting that eSports players be treated just like other college athletes, with access to physical therapy, training, and massage. But how can we help prevent repetitive strain injuries in the first place? The answer is simple: ergonomics.

## **Ergonomics: The Key to a Successful eSporting Career**

Just like other professional sports, professional gaming requires special equipment. Video games demand powerful technology to support ultra-realistic graphics and real-time streaming. eSports players often use a special keyboard, custom mouse, and screens designed to allow for full immersion in the gaming experience. In addition to advanced technical capabilities, gaming equipment should be crafted to support physically healthy positioning throughout play. Need ideas for supporting the health of an avid gamer? We've gathered a list of ergonomic products with performance stats to impress even the most advanced players:

**Monitor Mounts:** By giving competitors control of screen height, angle, focal depth, and tilt, monitor mounts prevent eye strain, neck pain, and incorrect body positioning during play.

- **100 Series** [100-D28-B13] – A one-over-three monitor stand that enables users to stream or manage social media via the top monitor, while creating a curved, cockpit feel with the bottom three screens for game play. The 100 Series boasts 25 lbs. of support per monitor, perfect alignment, and micro-fine tuning for precision adjustments.
- **7Flex® Monitor Arm** [7FLEX-DUAL-ETUS-104] – This is a great solution for gamers who use two curved displays. Suspend your monitors, move them precisely where you need them, or move them out of the way when you're done playing. The 7Flex® includes an innovative mounting interface that includes clamp, thru-desk, grommet, and side bolt options.
- **Freedom Thin Client Mount** [FDM-TCM-B]– Set up systems on the go with this portable mount. Perfect for small form factors or adding a microcomputer to your game space.

**Height-Adjustable Desks:** Even gamers need to change position sometimes. Sit-stand desks help to prevent back pain, increase blood flow, improve energy levels, and prevent weight gain.

- **HiLO** – A beautifully designed, high-quality height adjustable table. Effortlessly sit or stand at the push of a button.
- **Freedom E-Desk** – An electric sit-stand solution with an upper display surface and spacious lower keyboard and mouse desk. Simply push a button to switch between sitting and standing. Place it on top of your current desk, and you're ready to play!

**Power Modules:** Investing in small solutions, like power modules, can make a big difference in your gaming set-up. By ensuring that power is accessible, you avoid strain and injury. You also enable the optimum ergonomic configuration of all other gaming equipment.

- **Freedom Power Module** – Plug in and charge all of your devices conveniently, right on your desktop! Simply screw into place and you'll never have to go searching for a cord on your hands and knees again.



100 Series



7 Flex Dual Monitor Arm

To perform at a high level, you need high-performing products. At Ergotech, we take gamers seriously and understand the importance of their ergonomic well-being. These competitors have the potential to live a very sedentary lifestyle, so we're working hard to be sure they engage their bodies in order to avoid injury—just like any other type of athlete.

For more information on ergonomic products, visit [www.ergotechgroup.com](http://www.ergotechgroup.com)