

Value Analysis of Promoting the Construction of Intelligent Sports Park in Perfecting Public Sports Service System

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Abstract: This article revolves around the contents of the 19th National Congress of the Communist Party and General Secretary Xi Jinping on sports power, national fitness, social conflicts, sports public service system, artificial intelligence, etc., and analyzes and summarizes the successful experiences of domestic intelligent sports parks. Therefore, the value of the intelligent sports park in improving the public service system is summarized.

Keywords: Intelligent sports park public sports service system.

1. INTRODUCTION

In the report of the 19th National Congress of the Communist Party of China, it is proposed to carry out extensive national fitness activities, accelerate the construction of a strong country of sports, and point out that after entering a new era of socialism with Chinese characteristics, the main contradictions of our society have been transformed into the needs of the people's growing and better life. The contradiction between the balance of inadequate development. In the process of the development of public sports services in China, the supply of service products is not sufficient and unbalanced. The growing demand for fitness and the unbalanced and insufficient supply of service supply have created contradictions. The report puts forward "improving the public cultural service system, in-depth implementation of the cultural benefit project, enriching the mass cultural activities" "optimizing the allocation of stock resources, expanding the quality of incremental supply, and realizing the dynamic balance between supply and demand", which provides the quality and level of sports public service supply. New deployments and requirements have been proposed.

2. DEEPLY UNDERSTAND THE GREAT SIGNIFICANCE OF ACCELERATING THE DEVELOPMENT OF A NEW GENERATION OF ARTIFICIAL INTELLIGENCE, AND PROMOTE THE HEALTHY DEVELOPMENT OF A NEW GENERATION OF ARTIFICIAL INTELLIGENCE

In the ninth collective study of the Political Bureau of the CPC Central Committee, Xi Jinping emphasized that artificial intelligence is an important driving force for a new round of scientific and technological revolution and industrial transformation. Accelerating the development of a new generation of artificial intelligence is related to whether China can seize

a new round of scientific and technological revolution and Strategic issues of industrial change opportunities. Artificial intelligence is a strategic technology that leads this round of scientific and technological revolution and industrial transformation, and has a "head geese" effect with strong spillovers. Driven by new theoretical and new technologies such as mobile Internet, big data, supercomputing, sensor network, and brain science, artificial intelligence accelerates development, showing deep learning, cross-border integration, human-machine collaboration, group openness, and autonomous control. The new features are having a major and far-reaching impact on economic development, social progress, and the international political and economic landscape. Artificial intelligence has a multidisciplinary, highly complex feature. It is necessary to focus on enhancing originality and focus on key core technologies to consolidate the foundation of the development of a new generation of artificial intelligence. We must focus on key core technologies, focus on problems, comprehensively enhance the innovation capability of artificial intelligence technology, accelerate the establishment of a new generation of artificial intelligence key common technology system, and grasp the layout on the short board to ensure that the key core technologies of artificial intelligence are firmly in their hands. . It is necessary to strengthen the application of science and technology, closely focus on the needs of economic and social development, give full play to China's massive data and the advantages of large-scale market applications, adhere to the development path of demand-oriented and market-driven technology, actively cultivate innovative products and services of artificial intelligence, and promote artificial intelligence. The industrialization of technology has formed a good development situation in which science and technology innovation and industrial application promote each other. It is necessary to promote the construction of intelligent information infrastructure, upgrade the level of traditional infrastructure intelligence, and form an infrastructure system that meets the needs of smart economy and intelligent society. It is necessary to strengthen the combination of artificial intelligence and guarantee and improve people's livelihood, and to promote the improvement of people's livelihood and the creation of a better life for the people, to promote the in-depth use of artificial intelligence in people's daily work, study and life, and to create smarter ways of working and lifestyle. It is necessary to grasp the prominent contradictions and difficulties in the field of people's livelihood, and strengthen the in-depth application of artificial intelligence in the fields of education, medical and health care, sports, housing, transportation, disability and old-age care, and domestic service, and innovate intelligent service systems. It is necessary to strengthen the combination of artificial intelligence and social governance, develop artificial intelligence systems suitable for government services and decision-making, strengthen the integration of government information resources and accurate prediction of public needs, promote the construction of smart cities, and promote the deep application of artificial intelligence in the field of public security. The use of artificial intelligence in the ecological field, using artificial intelligence to improve the level of public services and social governance. It is necessary to strengthen the potential risk analysis and prevention of the development of artificial intelligence, safeguard the interests of the people and the national security, and ensure

that artificial intelligence is safe, reliable and controllable. It is necessary to integrate multi-disciplinary forces, strengthen research on laws, ethics, and social issues related to artificial intelligence, and establish and improve laws, regulations, institutional systems, and ethics that ensure the healthy development of artificial intelligence. Leading cadres at all levels must study hard at the forefront of science and technology, grasp the laws and characteristics of artificial intelligence development, strengthen overall coordination, increase policy support, and form work synergies.

3. THE DEVELOPMENT ORIENTATION OF SPORTS PUBLIC SERVICE SUPPLY IN THE ERA OF INTELLIGENCE

Through the intelligent technology, online virtual service is made possible, and the main service capability is further enhanced. The advent of the intelligent era has made information transmission more convenient, and the problems of distance, time and information storage have been broken, which has directly changed the traditional way of information communication and coordination. Information transmission is mainly guided by people's sports public service needs, running with virtual organizational structure, providing coordination and connection based on technology, and taking the demand of sports public services as the driving force, linking all relevant departments into virtual dynamics according to demand. The alliance is conducive to the government departments to carry out virtual collaboration according to the needs of sports public services.

First, the intelligent perception of sports public service needs. Fully and clearly express the needs of the people's sports services, the government can increase the interaction with the society through open means, and can also intelligently acquire and perceive the public sports demand of the people through intelligent technology. People can use the various terminals such as websites, Weibo, WeChat, and application software to express their demand for sports services. The government uses intelligent sensing technology to aggregate these micro-data reflecting people's needs and bring them together into the intelligence required for statistics. And with intelligent pre-processing and mining technology to process, finally find out people's sports public service needs.

First, the supply of sports public services is more intelligent. First of all, the auxiliary equipment of sports public services is intelligent. Intelligentization promotes APP-based terminal applications. By integrating government websites and government services and other auxiliary equipment, the intelligent model can be used to reach all distances of sports public services. Second, the willingness to supply sports public services has been intelligent. The previous government websites were mainly supply-oriented and service-oriented with a request. This model is relatively passive, and government supply usually cannot match the needs of the people's sports. In the era of intelligence, the government can use online analysis tools to collect and analyze data types such as search keyword types and characteristics to analyze people's search behaviors and effectively push corresponding sports services according to people's points of interest. Second, the supply of sports public services is more

precise. The individual needs of the intelligent era have become the focus of attention of enterprises, society and the government. Intelligently advocates the concepts of information openness, sharing, fairness and information decision-making. Its mining analysis technology not only analyzes the sports public service database, but also effectively analyzes the data of the Internet and mobile terminals, and analyzes the non-structure by means of natural language decryption software. The data is used to identify the user's potential actions in order to provide targeted sports services, "let the data speak" so that both the supply and the demander can see the visualized results.

4. SUCCESSFUL CASE OF INTELLIGENT SPORTS PARK CONSTRUCTION

4.1 Beijing Haidian Park

As one of the achievements of Baidu and Haidian District to build Haidian “City Brain”, Haidian Park announced the official completion of artificial intelligence AI transformation, becoming the world's first AI technology theme park. Intelligent facilities such as smart trails, smart kiosks, and future spaces have been opened to the public. The world's first mass-produced L4-class driverless bus Apolon will also officially meet with the public.



Figure 1. Apolon unmanned vehicles, this is the first time that Baidu unmanned vehicles have been put into operation for the public



Figure 2. The public is experiencing the piano trail that can be illuminated and pronounced by pedaling



Figure 3. Smart trail leaderboard

Citizens walk on smart trails and can automatically record sports data through Baidu face recognition technology. In different locations along the circular running road of Haidian Park, Baidu set up a face recognition pole to form a “smart trail”. After the registration is completed, the public does not need to wear hardware equipment, and can exercise motion in the trail to automatically record motion data through Baidu face recognition technology. The smart trail leaderboard is also set at the end point. After brushing the face, you can see the fastest speed of the lap, the cumulative movement duration, and the accumulated sports mileage leaderboard.

4.2 Shuhua Intelligent Sports Park

With the continuous popularization of the national fitness venues and facilities, the quality of outdoor fitness equipment is uneven, the supervision is difficult, or the fitness workers are not properly used. The accidental casualties caused the outdoor fitness equipment construction management and daily supervision and maintenance work to become a major problem. . At the same time, for the bodybuilders, because of the lack of scientific sports common sense leading to sports injuries, it is increasingly getting the attention of fitness enthusiasts and society.

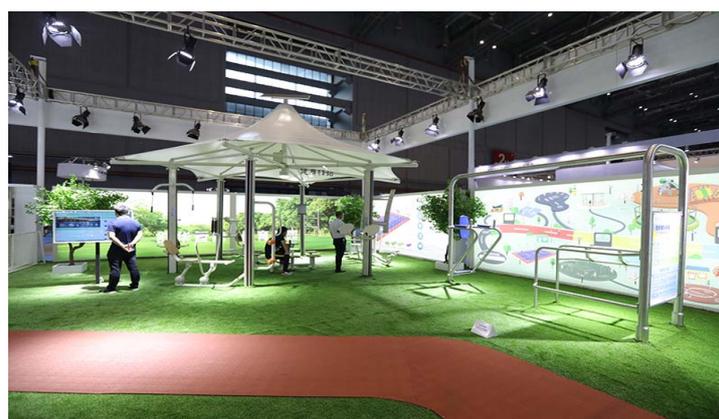


Figure 4. Shuhua Intelligent Sports Park Scene

As a professional and scientific sports health solution provider, Shuhua is committed to providing the most professional sports health solutions, including commercial fitness, enterprise fitness, home fitness and national fitness, as well as a complete and reliable

after-sales service network. For the national fitness, Shuhua newly released the intelligent sports park solution at the China International Sporting Goods Expo in 2018, effectively solving the problems of venue management and scientific fitness for the whole people.



Figure 5. Sports scene

Shuhua not only provides comprehensive intelligent venues and facilities for the national fitness project, but also provides a new management software platform, and can provide comprehensive services in the middle and late stages of the project to meet the fitness needs of different social groups. Urban health and wisdom.

First of all, the Shuhua professional team conducts surveys and surveys for different site environments, providing a reliable assessment for the implementation of sports parks. Based on this, the Shuhua professional team has configured a reasonable sports park function module and equipment list for the national fitness project, covering all kinds of fitness paths, basketball, table tennis equipment, tennis courts, multi-purpose sports venues, etc., and adopting energy-saving and environmentally-friendly materials construction. , fully integrated with the park environment to create a new national fitness smart experience.

Shuhua independently developed a new generation of intelligent paths, intelligent multi-functional sports venues, smart fitness trails and other national fitness equipment products, and a "one-on-one" venue reservation system, passenger flow monitoring system, Shuhua Sports APP3.0 version and other software system strings Even use, combined into a smart sports park, covering children's play area, youth and youth strength training area, senior leisure area, intelligent landscape path area, smart fitness station area, intelligent management room, smart fitness cabin and other fitness areas, fully meet different The group's fitness needs need to truly cover the entire population, achieving equipment intelligence, service intelligence, and management intelligence. And Shuhua "come to a" venue reservation platform, covering many cities across the country, smart venues connected to WeChat "come a" public number, fitness users can make their own appointments to choose the venue, time, if the site is found to be faulty, through the WeChat end Can achieve one-button self-reporting. At the same time, mobile music can be connected to the venue's intelligent audio and broadcast through the platform, and the active venue sports atmosphere can enhance the sports experience. When

using the Shuhua intelligent plastic wood path product, the fitness person can also acquire and store the sports through the Shuhua Sports APP. Data, view product motion guidance video; Shuhua passenger flow monitoring system can monitor passenger flow in sports venues in real time.

In addition, Shuhua Intelligent Sports Park is also equipped with intelligent cages, intelligent access control, intelligent lighting, smart fitness path, smart fitness station, intelligent trails and other intelligent products. It can be said that Shuhua intelligent software platform and smart fitness equipment can easily help the management department to achieve intelligent management and help people to science and fitness.

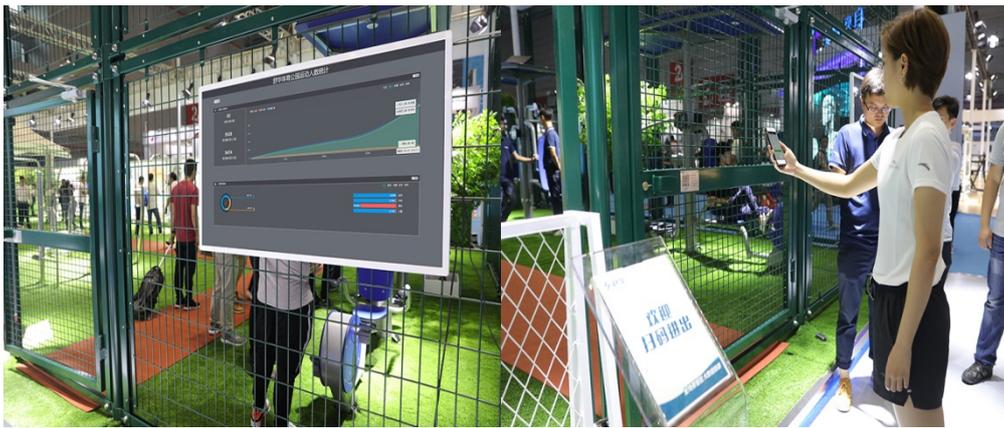


Figure 6. Shuhua Intelligent Sports Park sports number statistics WeChat scan code to open the access control

Relying on the nationwide dealer system and terminal outlets, Shuhua has established a domestic industry-leading sales service system, eliminating the worries of the construction of sports park authorities, and regularly conducting regular training for service personnel. "Certified Customer Service Engineer" certificate, service personnel must be certified to work; at the same time establish a system, perfect user files, dispatch professionals to regularly maintain and overhaul the installed equipment to ensure that the equipment is scientifically and reasonably maintained and used.

5. CONCLUSION

Sports parks are specialized parks with more comprehensive sports and fitness facilities for all kinds of competitions, training and daily leisure and fitness activities for the public. Integrating intelligent technology to create an intelligent sports park that integrates physical exercise, recreation, and ecological environment improvement, can effectively solve the problems faced by the national fitness facilities, and is a major trend in the future to build a nationwide fitness facility. It has gradually become an important supporting content for the construction of new urban areas. Shuhua Intelligent Sports Park has the unparalleled advantages of traditional national fitness venues to meet the fitness needs of all types of people. For the management department, it is possible to monitor the use of equipment flow, rationally allocate the opening

hours of the sports park, and provide decision-making basis for the layout and equipment selection of the sports park. At the same time, through information technology to guide residents to scientific fitness, the rational use of fitness equipment and facilities in the sports park; effective collection of site use data and resident fitness data, local sports authorities can use this as a basis for targeted local fitness guidance. It is worth mentioning that Shuhua Intelligent Sports Park can effectively improve the utilization of urban space, improve the digital intelligence of urban sports facilities, promote the construction of smart towns, and better meet the needs of residents for smart life.

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