

About MediaSport

MediaSport is a centre specialising in physical medicine and rehabilitation for athletes from all sports. Their experience has been gained over years of working alongside elite athletes, and this is the best guarantee of the work that they do. The staff of the Centre for Studies and Research MediaSport uses technology and cutting-edge tools that allows for athletes to receive a thorough consultation and personalized programme.

In addition, studies conducted within the centre demonstrate their desire to improve and enhance the great passion that they have for their work. The improvement in each athletes performance is the main objective of their organization.

My experience of MediaSport and what they can do for you

Having a bike that is correctly fitted to a rider's body is vital in order to maximise comfort and performance, and therefore ultimately improving the enjoyment of cycling. With a correctly fitted bike you will be able to ride faster, longer and in greater comfort.

I visited **MediaSport** in August 2008. Upon arrival I was given a tour of the facilities that they have and received information about the services which they provide, and as has been described earlier in this article. The main purpose of my visit was to experience first hand the bike fitting service that is provided and takes place in their Laboratory for Biomechanics and Posture.

First of all general information about me was recorded eg age, height, weight etc. Then a photo of me was taken and uploaded onto their computer system, where a specialised software package was used to obtain the measurements essential for calculating the correct measurements of my bike.

The next part of the assessment was to analyse how I apply pressure though both my feet when standing still, and this was achieved by standing on an electronic pad which was able to pass the information directly to the computer software package. Ideally we should apply pressure evenly through both feet but it is not uncommon for there to be minor differences between each leg. A similar assessment was done to see how evenly pressure is applied through my pelvis when sitting, and is especially important when determining and considering the set up of the bicycle, and also to identify any problems which may need treating. This was achieved by sitting on the electronic pad and the information was again passed directly to the computer software package.

The next part of the assessment was for my bike to put onto a turbo trainer and then a variety of measurements from my bike were taken and recorded. Sticky labels were put onto me at the hip, knee and ankle joints. I was then asked to ride my bike whilst a camera filmed me and again the information was automatically uploaded into the computer system so that my pedal action could be analysed by some specific software. The analysis identifies if changes are required to the bike setup. In my case the analysis identified that when my leg was at full extension my ankle was too high and that my pedal stroke was not as efficient as it should be. To correct this problem my saddle was lowered and I was asked to repeat the exercise. This time the computer analysis indicated that my pedal action was ok.

In my instance just one minor adjustment was required to correct my pedal action. It was also explained to me that depending on the results of this exercise it is not uncommon for the position of the saddle to be moved, the length and angle of the handlebar stem to be changed, the handlebars to be changed for those of a different width. And, I guess the worst case scenario is when the bike cannot be adjusted sufficiently and the recommendation is for a new cycle frame to be purchased!

All of the measurements that were taken of me and of my bike were then entered into a spreadsheet, and the software made measurement recommendations for if I was to want to have a custom cycle frame made, and what the setup of the bike should be.

At the end of the assessment I was presented with a bound printed report of all of the information which was captured and the measurements of a recommended frame size and bike set up. Had **MediaSport** thought that I would have benefited from any of the other treatments which they offer then this would have been suggested.

MediaSport (www.mediasport.nu) is located in **Cesena** which is approximately **60km** from **Riccione**. The duration of the assessment is approximately two hours. Please contact the Belvedere Bike Hotel (bike@belvederericcione.com) for more information, appointments and costs of this assessment.

Mediasport can provide the following specialised treatment areas for athletes:

Laboratory for Biomechanics and Posture

The study of movement and posture in sport allows **MediaSport** to analyse in detail each athlete and correct errors and thus improve comfort and performance for their sport. The use of sophisticated electronic equipment makes the examination precise and accurate, returning an analytical framework of the characteristics of the person examined.

Clinic of Sports Medicine

The clinic has as its objective evaluation and ongoing maintenance of the health of those who practice professional or amateur sports. Using fitness assessments the athlete will be issued with a certificate for the sport in which they participate. The section devoted to diet and nutrition provides useful tips and food plans for a better enjoyment and performance of the sport.

Presidium of Physical Medicine and Rehabilitation

The presidium of physiotherapy and rehabilitation can complete the offer of services aimed at the athlete. Physiotherapists with specialized experience in the world of professional sport ensure high standards of quality in rehabilitation. The continuous and constant collaboration with some of the most qualified orthopaedic doctors ensures immediacy of intervention and diagnosis. This is a centre for the athlete who wants to achieve their best performance and who wants to minimise time in post-traumatic and post-operative convalescence.

Podiatry Laboratory

The study of the mechanics of the foot can result in the recommendation of a custom specific inner sole, and through the use of a cad-cam system this can be achieved. Thanks to a system of dynamic analysis "inside the foot" this helps to assess the attributes of the foot when performing the sport, and design the custom inner sole.

Centre for Assessment and Preparation of Athletes

Tests are performed for specific athletic disciplines, which includes the assessment of morphological characteristics, the evaluation of respiratory parameters and the study of assessment and preparation for athletes. As a result of these assessments appropriate training programmes can be designed to reach individual goals.

Clinic of Psychology of Sport

The clinic of Psychology of Sport works with sports participants across a range of both team and individual sports and from amateur to elite levels of competition. The aim is predominately to help athletes prepare psychologically for competition and to deal with the psychological demands of both competition and training.

MediaSport and the Bicycle "MARCO PANTANI"

A cycle frame tailor made is like top end tailoring.

This is project which involved the Centre for Studies and Research MediaSport and is an idea born from The Marco Pantani Foundation to advance the ideas of "The Pirate of Cesenatico". It is an important mark that serves to remind us of his attention to detail.

Thanks to innovative technologies and postural analysis, biomechanics, and a high professionalism in the management of musculo-skeletal problems, **MediaSport** guarantees, to all those who want to buy a cycle frame which is truly unique, customized, of technical quality and of absolute comfort. This is a bicycle "Made in Italy" from design to completion, that has perfect drive and looks good too. A bicycle in memory of a great champion of modern cycling.

The Foundation, entrusts to **MediaSport** the design with the precise intention to optimise the project, and has also requested the collaboration of "cycles Angelini," a company in Ravenna, with authentic quality assurance in order to create the best characteristics of the ideal bike with Pirate Appearance. This care and attention to detail has always characterized Angelini, towards the livery of his creatures: a decisive factor to be considered for those who ride on the roads an instrument signed by Marco Pantani. This is an ambitious project that seeks to exploit the land of Marco, and the leading role that Italy has in the world of bicycle competition.

What does the biomechanical evaluation for the design of the bicycle frame involve:

Understanding the medical history of the athlete concerning historical issues or skeletal muscle

Postural analysis, and a global study of postural imbalances and dysfunction of the skeletal muscle

Study of the foot, both static and dynamic

Measuring the current set-up of the athlete's bicycle

Detailed measurement of the frame

Analysis of the athlete's Biomechanics dynamic system with 3D infrared and studying functional corners

Analysis of the foot whilst pedalling using technology.

Definition and designing of the ideal frame.

Please contact the Belvedere Bike Hotel (bike@belvederericcione.com) for more information if you are interested in one of these custom made cycle frames