

APPS IN REAL LIFE

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Football club manager **Dean Holdsworth** tells us about his work with the Master Tactician app, and how he's using it to prepare his players for next season

THE QUICK QUESTIONS...

WHICH DO YOU PREFER, IPHONE OR IPAD?

I prefer the iPad. I find it better to review details to express myself, and it's clearer for me.

ARE YOU A BIG APP DOWNLOADER?

I want to say no but I probably am. I'm a bit of an old romantic; I like *Space Invaders*.

WHAT WOULD BE YOUR SHOW-OFF APP?

The Master Tactician! For me it's something to be proud of, and I'm not frightened to show it off.

After a successful playing career, Dean Holdsworth quickly moved into coaching, but also sought out ways to help young people improve their own lives using sport, spawning the group Education Through Sport. It was while working with this project, and managing League Two side Aldershot Town, that Holdsworth had an iOS-related epiphany.

"I felt that our development team at Education Through Sport would be interested in it, as would many coaches and managers around the country", explains the former Wimbledon striker.

The Master Tactician allows users to plan and fully animate football formations, training regimes and other player movements with just a few simple taps, allowing coaches to add compelling visuals to their team talks.

Holdsworth himself was involved with the development process from the

very beginning, applying his own tactics before taking it to the training pitch.

"When developing the app we actually used some of the training sessions that I use at Aldershot", he explains. "All the coaches here use it and they helped me with information that should be put into it. So I feel we've got a very good system and that we've left no stone unturned."

So with the staff providing him with feedback, the finished product is now used on a day-to-day basis at the club.

"For us it's all about the visuals for the players. The animation means we can design our own set plays, and show them things alongside what we give them vocally, so they know exactly where they're supposed to be on the pitch."

The app has allowed him to put across his ideas and footballing philosophy clearer than ever before.

"The app has the bonus of being able to export, so we can send files to our

coaching department throughout the club", he explains. "We say 'this is how the first team do it, we'd like you to emulate it throughout the club'."

It's clear then that this app is changing the landscape of how Aldershot operates as a club, and how Holdsworth manages and prepares his team for matches.

"I think the key benefit is the ability to visually show the team your ideas, your formations, your set plays, and in football today the details make the difference", he says with obvious passion. Something that is clearly unwavering as a second *Master Tactician* is already available.

"I've shown it to a number of coaches, and in this day and age the details and information this app can provide are fundamental", he says. "The [new] Stats app allows you to record pass completion rate, shots on target, etc. One of the benefits is affordability; so many companies that provide these stats are expensive. We offer value for money."

This success hasn't satisfied the former footballer, he is already eyeing up the next step for this unique project.

"I think we'll probably expand the app", he says. "I see the Master Tactician as being the key player in all sports."

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THE TOP 05 FOOTBALL APPS

MASTER TACTICIAN PRO



Plan tactics, formations and fully animate them on your iPad screen.

● iPad | iOS 4.0
| £1.49/\$1.99 | v1.1.0

MASTER TACTICIAN PRO STATS



Log team statistics including pass completion and areas of passes.

● iPad | iOS 4.0
| £7.49/\$10.99 | v1.1.0

FIFA 12 FOR IPAD



The king of football games gets a port to iOS complete with an array of impressive AirPlay features

● iPad | iOS 3.2
| £5.99/\$8.99 | v1.1.3

FOOTBALL MANAGER HANDHELD 2012



The renowned management sim has been converted to touch control.

● iPad+ | iOS 3.0
| £6.99/\$9.99 | v3.3

SKY GO



Watch all the Sky Sports channels you need on your device with this app and your Sky TV subscription.

● iPad+ | iOS 4.3
| Free | v2.1.1