



Nike+iPod Equals Really Cool Stuff

[By Charisse Dengler]

Some things are just meant to be together. Peanut butter and jelly. Oreo cookies and milk. Brad and Angelina. Nike and Apple.

Wait. Nike and Apple?

Yes, you read correctly. The two corporate giants announced at the end of May that they have indeed formed a partnership and will soon be producing Nike+iPod products that will make you wonder how you ever lived without them. Market leaders when it comes to sports and music, Nike and Apple have created some innovative products that combine the best of both worlds and actually make working out seem like fun.

"Nike+iPod is a partnership between two iconic, global brands with a shared passion for creating meaningful consumer product experiences through design and innovation," Nike CEO Mark Parker said in an Apple press release.

First on the Nike/Apple schedule is the Nike+iPod Sport Kit. The Sport Kit will make it possible to keep track of your time, distance, and calories burned while running by using an accelerometer. The information will then be transmitted wirelessly from your shoe via a sensor (the left shoe has a discreet pocket under the insole to hold the sensor) to a receiver connected to the iPod's dock connector. The information is displayed on the iPod's screen and can be heard through its headphones.

So far, there isn't a large selection of shoes that are Nike+iPod compatible—one pair is Nike's Air Zoom Moire—but more are on the way.

The Sport Kit will be available to the public at the end of the summer and will cost

around \$30. However, to be able to use this nifty little device, runners will also have to purchase a pair of the compatible shoes and an iPod nano if they don't already have them.

Lance Armstrong, who is currently training for his first New York City Marathon, is one of the athletes endorsing the new products and was at the unveiling in New York.

"If you can incorporate time, distance, and calories burned together and make it function for both the fitness runner and the high-level athlete, it will take working out to a whole other level," he said in an Apple press release.

Also in the works is a Nike Sport Music section on iTunes, guaranteed to get you moving with the perfect workout music. Workout buffs will soon be able to select motivational tunes based on the type of workout they are doing, and the playlists will include training tips and words of encouragement. The new section will also feature playlists created and introduced by professional athletes.

"Music that motivates you takes an hour run and makes it feel like 30 minutes," Lance Armstrong is quoted as saying on www.nikeplus.com, the website geared specifically at enhancing your workout experience.

The website includes information on Nike+iPod products, Sport Music, and the global Nike+ community; but the really cool part is that as soon as you link your iPod to your computer, all of the information from

your run is automatically transferred to the Nike+ website for your viewing pleasure.

This makes it possible to set goals, keep track of them, and reach them. By organizing your workouts, it's easy to stay on track, whether you're trying to lose weight, tone up, or simply decrease stress. For those who work best under pressure, Nike+ even makes it possible to challenge other runners on the site to races.

In addition, the two companies are also working on a line of workout clothing designed for iPod use. The clothing will include jackets, shorts, shirts, and iPod armbands made with special waterproof pockets for your iPod.

"We're working with Nike to take music and sport to a new level," said Steve Jobs, Apple's CEO, in an Apple press release. "The result is like having a personal coach or training partner motivating you every step of your workout."

Apple is the leader in the personal computer industry and has been since the 1970s, when it introduced the Apple II. Currently, Apple is experiencing loads of success from its desktop and notebook computers, OS X operating system, various computer applications, iPods, and iTunes online music stores.

Nike, on the other hand, is currently leading the world in the design and distribution of just about all things athletic, including shoes, clothes, and equipment. Nike's subsidiaries



include Converse, Inc.; Bauer NIKE Hockey, Inc.; Cole Haan; Hurley International, LLC; and Exeter Brands Group, LLC.

With these two conspiring, there's really no limit to what we could see in the future.

ON THE NET

Nike Plus Website
www.nikeplus.com

New York City Marathon
www.nycmarathon.org

Apple
www.apple.com