

Main Products Page

iPad interface:

TOUCH A NIKE+ DEVICE FOR DETAILS:

- Nike+ SportBand
- Nike+ SportWatch GPS
- Nike + iPhone
- Nike + iPod touch
- Nike + iPod nano

Handoff Assets:

01_Product_Main.jpg (placement)

02_iPod_Nano_sm.png

03_iPod_Touch_sm.png

04_iPhone_sm.png

05_SportWatch_sm.png

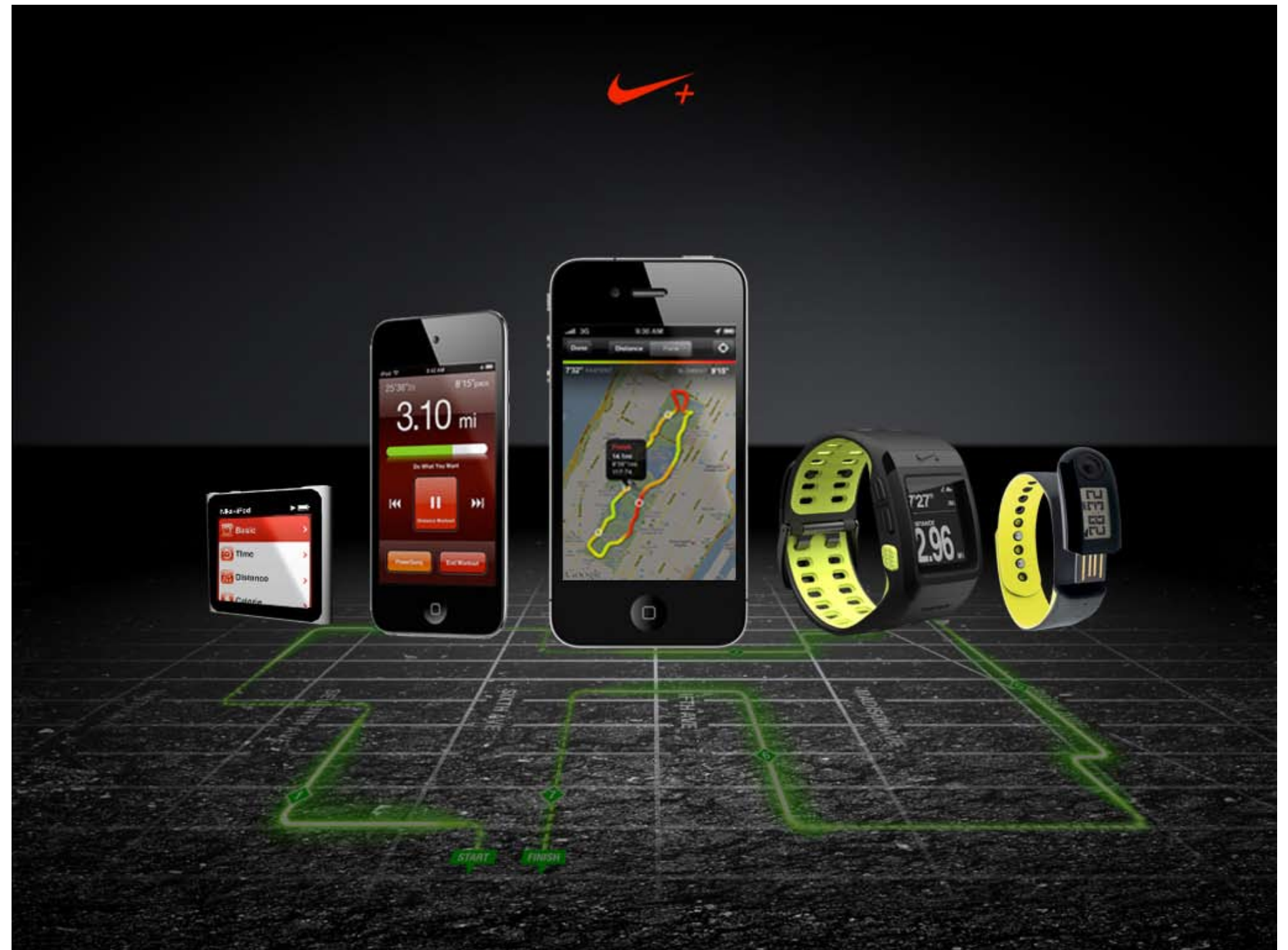
06_Sportband_sm.png

swish+.png

background.png

background_with_grid.png

grid.png



Devices in order (left to right): nano, iPod Touch, iPhone, Sportwatch, Sportband

Nike + iPod nano

Copy Points:

- The Nike+ SportKit turns your iPod nano into a Nike+ device.
- Tracks your distance, pace, time and calories burned and sends audio feedback on how you are doing.
- Upload to the Nike+ site to see your runs, set goals, compete in challenges and keep up with your friends.
- Get heart rate information by adding a Polar Wearlink+ Transmitter to your 5G or 6G nano.

Handoff Assets:

02_iPod_Nano.jpg (placement)

02_iPod_Nano_lg.png

02_iPod_Nano_sensor.png

swish+.png

background.png

background_with_grid.png

grid.png



Nike + iPod touch

Copy Points:

- A Nike+ Sensor turns your iPod touch into a Nike+ device.
- Tracks your distance, pace, time and calories burned and sends audio feedback on how you're doing.
- Upload to the Nike+ site to see your runs, set goals, compete in challenges and keep up with your friends.

Handoff Assets:

03_iPod_Touch.jpg (placement)

03_iPod_Touch_lg.png

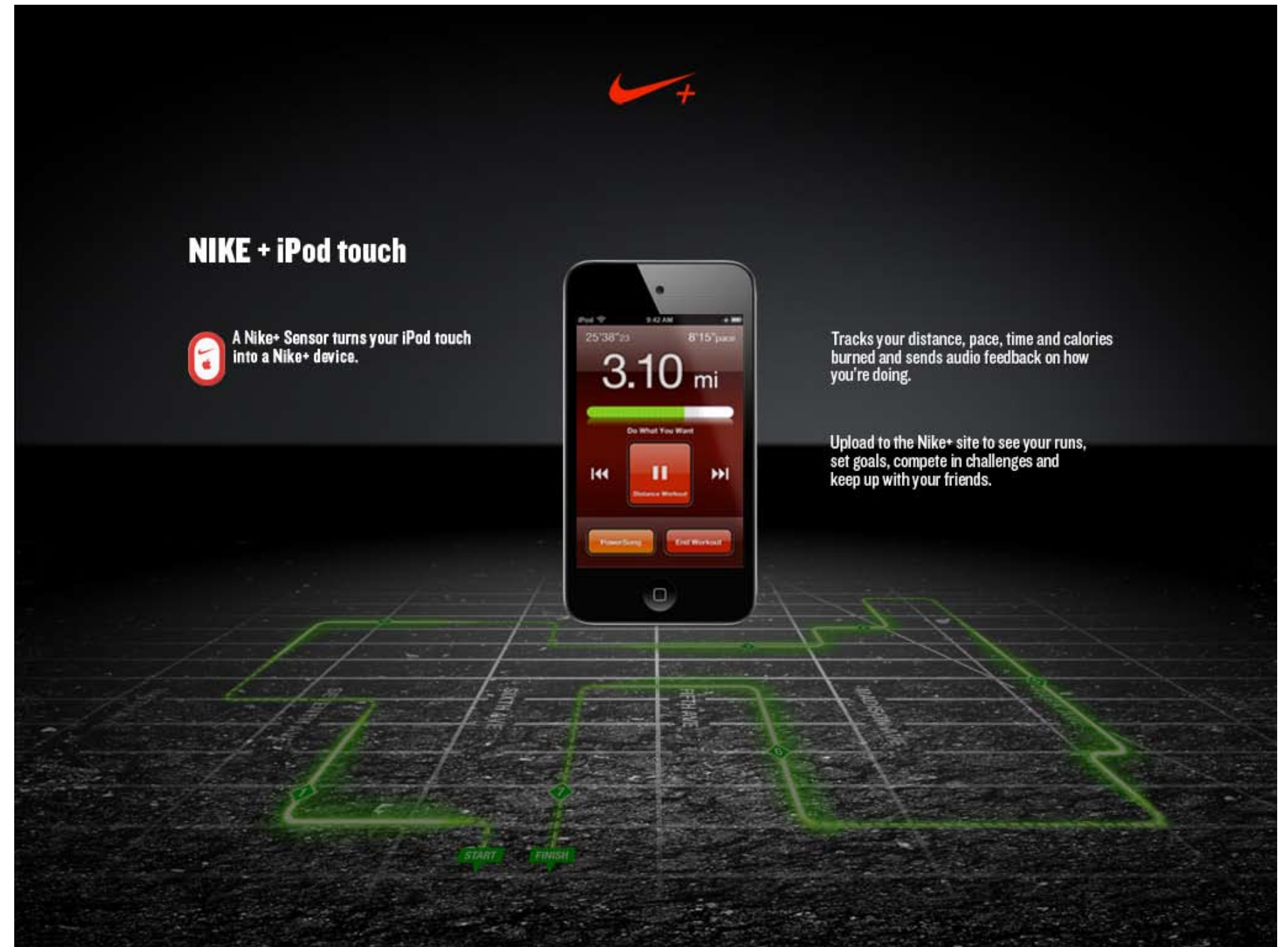
03_iPod_Touch_sensor.png

swish+.png

background.png

background_with_grid.png

grid.png



Nike + iPhone

Copy Points:

- Download the Nike+ GPS App from iTunes to turn your iPhone into a Nike+ device.
- Tracks your distance, pace, time and calories burned with GPS, and sends you audio feedback on how you're doing.
- In-run cheers erupt each time a friend sends a note to your Facebook page.
- Automatically upload to the Nike+ site to see your runs—including route and elevation—set goals, and compete in challenges.

Handoff Assets:

04_iPhone.jpg (placement)

04_iPhone_lg.png

04_iPhone_app.png

swish+.png

background.png

background_with_grid.png

grid.png



Nike+ SportWatch GPS powered by TomTom

Copy Points:

- GPS combines with the Nike+ Sensor (included) to accurately track your distance, pace, time and calories burned, indoors or out.
- Reminds you to run, stores your Nike+ history, and remembers your PRs.
- Upload to the Nike+ site to see your runs—including route and elevation—set goals, and compete in challenges.
- Get heart rate information by adding a Polar Wearlink+ Transmitter.

Handoff Assets:

05_SportWatch.jpg (placement)

05_SportWatch_lg.png

05_SportWatch_sensor.png

swish+.png

background.png

background_with_grid.png

grid.png



Copy Points:

- Works with the Nike+ Sensor (included) to track distance, pace, time, and calories burned.
- Customized display allows you to see the information that's most important to you.
- Upload to the Nike+ site to see your runs, set goals, compete in challenges and keep up with your friends.
- Get heart rate information by adding a Polar Wearlink+ Transmitter.

Handoff Assets:

06_Sportband.jpg (placement)

06_Sportband_lg.png

06_Sportband_sensor.png

swish+.png

background.png

background_with_grid.png

grid.png

Nike+ SportBand

