

Wireless Shoes - iPod

- “Nike Inc. and Apple Computer Inc. have teamed up to try to become a runner's best friend. The two companies announced Tuesday they are jointly developing a wireless system so some Nike shoes embedded with a sensor can communicate with Apple's iPod Nano music player to track a runner's performance and help choreograph songs to the moment.
- The Nike+iPod Sport Kit, which will be available in two months at \$29, has already won an endorsement from Tour de France champion Lance Armstrong, who plans to run his first New York marathon later this year....
- The co-branded kit comes with a sensor that fits inside compatible Nike footwear — sold separately — and a wireless receiver that attaches to the iPod.
- Data on running time, distance, pace and calories burned would be stored on the iPod, which could then display the information on-screen or deliver it audibly through headphones.

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- After the workout, the data also could be automatically sent to a personal runner's log at the new nikeplus.com Web site whenever the music player is synchronized to Apple's iTunes program.
- The iPod will also incorporate a new "Power Song" feature, so a user can instantly queue up a piece of music for extra motivation at the push of a button.
- The \$100 Nike+ Air Zoom Moire shoe will be the first footwear designed to talk to the iPod, and more are planned, said Trevor Edwards, Nike's vice president of global brand management."

