



Technology will continue to influence cultures and behavioral patterns forever. Unfortunately today technology is one of the leading contributors to obesity and sedentary lifestyles. Nike's vision is to use technology to inspire people to be active. As we move forward technology is transforming from a once static to a more mobile future. Now and in the future Nike will utilize personal technology to visualize fitness progress, enhance the athletic experience and motivate consumers to be active in unprecedented ways...

From it's infamous Just Do It slogan to it's current mantra "If you have a body, you're an athlete", Nike has always been about MOTIVATION. The advancement of technologies and strategic partnerships will enable Nike to compell consumers to explore new physical futures.

2014

Nike Sport eyeD

Scenarios

Athlete Eye

Imagine being able to see what it is like to run 100m in under 10 seconds, or leap over a small forward and throw down a game-changing dunk... With Nike eyeD fans can experience more than just 2D high definition video. They can see, feel and monitor their favorites athletes through streaming Nike eyeD video (play on 2D/3D). Stereo haptics allow you feel the heart pounding thrill of elite competition from anywhere. A dynamic experience that inspires consumers to change their physical future.

The first \$200million Athlete

Nike's biggest contract athlete is a 16 year-old female physical gamer. Unmatchable dexterity and reflexes are enhanced by her off-network fitness routines and diet. Her Nike eyeD tracks her reality-based fitness workouts and dietary intake and enhances her virtual performance making her unbeatable across 7 virtual games. What she does in reality echoes in the virtual world of sport.

NeoSport: Global Competition Network

Using their Nike Sport EyeD, consumers and athletes around the world are addicted to device-enabled sports and activites:

With the NIKE Sport EyeD, variety and customization of Sport explodes. Whether you are into solo activites or teams there are no limits. By utilizing GPS positional technologies, wireless connectivity and proximity sensors new sports/activities are being created every minute. Supported by online communitis, competition and leader boards Nike eyeD promotes global spontaneatity and creativity in sport and is the ultimate motivational vehicle. Events/courses are created by organizations or by individuals by simple tagging checkpoints and artifacts.

Example: Play as an individual against virtual times or as part of a team no matter if you are in an urban or wilderness environment. Work with your teammates, locate and scan the tags. Score points and get clues for new tags. Get invited to future events and tournaments based on scoring. The world is your playground.

Technology Research, Device Spec & Features

Value will shift from the object to content and information. With the technology being a commodity, the device is more of an accessory complimenting your wardrobe or environment, and acts as an access point to your interests and life-data. With the data bandwidth of Gigabit Wi-Fi and the latest generation mobile technology, mass device information storage is a thing of the past. Information and applications are not downloaded, but rather unlocked from remote servers, being wirelessly on-demand. Video will be streamed when watched, and downloaded remotely when captured. Cost of the devices are heavily subsidized, while a wide range of services and service subscriptions are available for fees.

Device Specs & Features

Size:

The size of the components are no longer limiting the reduction in size of the device. The size and shape is as minimal and unobtrusive as usability permits.

Memory:

Fast on-board chip memory (latest generation Tri-Flash), functions as RAM and Video memory, as well as temporary storage when networks and hot-spots are out of reach. Micro hard drive is possible but most likely outdated and the elimination of moving drive parts is essential durability of device in sport.

Power:

Hybrid MEMs-Kinetic and Solar cell technologies. The MEMs cells are integrated into the housing walls, allowing power source to take up minimal space by following shape of device. The device is augmented by a subsurface solar film in the display area. Device interfaces seamlessly and charges at "Hotspot" Fitness Machines at gym as well as other pedestrian locations.

Sound:

Public sound: NXT clear audio film is fused to display. Functions as loud speaker as well as private next-to-ear speaker. Sport Accessory: Wafer behind-ear headphone sticker transmits sound via vibration. Disposable, but recycleable, the stickers are more secure, less obtrusive, and keeps ear canal open for ambient noise for safety while running. Works through short range wireless protocol, and holds charge for a day. Works even if you are hearing-impaired. Immersive Private: Wireless flex-membrane ear cups with MEMs driver and memory metal headband.

Tactile:

Flat membrane stereo haptics allow for mimicry of everything from a heartbeat, to a tremor, to in-sport impact... in stereo. Haptics also provide valuable tactile feedback when interacting with touch capacitive screen

Display:

Latest generation edgeless film full-color display. Device links to other displays in environment such as projectors and e-wall papers.

Security:

Camera automatically scans retina of user every 24 hours. Stolen or lost devices are therefore useless to anyone but owner.

Location technology: GPS with accuracy within 1ft: Outside of daily life navigation and assistance, provides invaluable sport data in regards to position, speed, team member location, etc. as well as a fan/spectator enhanced viewing/tracking of athletes.

Body network:

MEMs sensors relay full body diagnostics to the device, and assist in training through audible coaching providing stride analysis, body mechanics, etc. Communicates with extended interfaces such as wrist displays, fiber-optic HUD eyewear, where and when activity demands it.

Navigation:

Combination of tilting (gyroscopic sensors), voice (dialing), capacitive touch screen, and more traditional button based interaction. All allowing for easy and dynamic one and two hand use. Graphical icon based UI allowing for efficient menu navigation. Alpha numeric input is done through touch screen. Text is composed with one-hand via next generation User Adaptive T9, predicting word sequencing based on user history. Qwerty keyboards are obsolete.

Fitness content:

Monitors body stats, fitness activities and habits then customizes content, services and routines to advance personal fitness progress.

Camera:

Dual high resolution still and video cameras. Main camera (facing away) has digital optical zoom and charging flash. Personal camera (facing user) has digital zoom and uses display LEDs as flash. Cameras scans adjacent fabric or surfaces and cloaks itself to compliment fashion du jour.

Light:

Display and edge mount micro LED arrays provide dynamic communication as well as needed light for navigation and safety.