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2010 Report by the Department of Health and Human Services reported that 80% of people fail to meet the recommended daily physical activity level (HealthyPeople, 2010). It has been recommended by World Health Organization that an average person should engage in at least 30 minutes of moderate physical activity daily (IJsselsteijn et al, 2006). The widespread use and advances in remote access and communication technology such as flexitime and telecommuting which allow employees to work from home on variable work schedules using secure network channels have made most of a modern days task a finger tip away. Although this has negatively affected the human health, the use of modern technology such as Wifi and Bluetooth integrated with health tools and techniques allow fitness tracking, performance analysis and meeting health challenges interesting and easier like never before.

Be it bionic contact lenses, activity monitoring joggers, or sweat-monitoring underpants, technology has done wonders to the fitness tracking and monitoring tools, and the wearing technology and fitness gear is the core of health and fitness industry these days (Sportandrecreation.org.uk, 2014). In order to stay competitive and innovative in the current technological environment, the major players in the market must keep on changing and introducing new products and techniques that cater to the larger segments of the health and fitness market. Nike, being one of the top players in the sports health and fitness industry, is under constant struggle to meet the consumer demands through innovation, performance and sustainable design and projects which drive superior performance and meet the needs of the users.

Some of the high-performance technology-driven tools introduced by the Nike include:

- Nike FuelBand – which is a bracelet which monitors the complete body movements and activity levels and recommends the changes necessary for success of fitness plan.
- Nike+ Hyperdunk – shoes that are specially designed for basketball players to monitor their game performance and provide them feedback and necessary coaching.
- Nike+ Sportswatch – to provide you all the physical activity information you need (Nike.com, 2014).

These tools are designed for all classes of users – ranging from sportsmen to ordinary activity level persons – While receiving valuable information about physical activity and indications of healthy lifestyle, most of the modern wearable fitness technology also allow users to interact with friends and family and share their results on social media. Therein lies both an opportunity and a challenge for Nike to capitalize on the keen interests of the consumers.

Through Wifi and GPS technology the performance can be accurately measured as well as shared with others. Nike+ App for smartphones has made this whole process a lot simpler and easier. Convenient integration between the wearable fitness gear and smartphone through Wifi technology is the future of the industry and Nike+ seems to be the real gimmick. According to Nike their running app can provide measurement and motivation to the weaker ones and marathon runners alike and will enable them to run farther and faster than ever before (Google Play, 2014).

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