

By: ~~Wfaipt~~ Apple News Editor

Nike+ SportBand Announced, Priced

Same tracking system, no iPod this time

Although fans of sports and gadgets were probably hoping to hear [something a bit bigger](#) from Nike, the sportswear supplier holding hands with [Apple](#) over the Nike iPod brand has unveiled the Nike SportBand. It works similarly to the Nike iPod kit and is aimed at those who lack an Apple [iPod](#). Recent Nike news said that Nike and Apple were working with "major gym equipment manufacturers including Life Fitness, Precor, Star Trac and Technogym" to produce more Nike iPod compatible equipment, this time for use in the gym (24 Hour Fitness and Virgin Active Health Clubs, according to PC World). Still, the [Nike SportBand](#) does confirm recent talk of a "sans iPod" version of the fitness tracking system, according to MacLife. Basically, the SportBand works in pretty much the same manner as the shoe-and-iPod set, only this one sticks on your arm, of course, sensing the ongoing process of your body during a workout, such as calorie consumption, but also measures time, speed and distance traveled. Data is most likely written to a USB memory stick, which is later downloaded to a computer, according to [electronista](#). As mentioned above, Nike fans were probably expecting something bigger, since Apple and Nike have garnered quite some attention from a number of gym equipment manufacturers. For those who aren't very familiar with what exactly Nike equipment does, here's a small update for you: By inserting the Nike sensor into the Air Zoom Moire shoe pocket (or any other Nike ready shoe) and by plugging in their iPods, users (along with their personal trainers) are able to track workouts on cardio equipment. The workout data is converted to "CardioMiles," so users can track how much they've used the cardio equipment. Also, users can set goals and participate in challenges using the device and the Nikeplus.com service. The Nike kit consists of two pieces: 1 - a piezoelectric accelerometer - transmitter - which is mounted under the inner sole of the shoe; 2 - a receiver that connects to the iPod. Nike recommends that the shoe be a Nike model as these models sport a special pocket in which to place the device. Nike sells the accelerometer individually, meaning that consumers do not have to purchase the whole set. Nike is set to launch the SportBand in April. The price tag for the kit has been set at €60 (around \$95).