



Your movement is captured using "Motion Activity" on your phone which depicts the number Of steps taken or distance ran. This data is then transferred to the Nike+ running app.





Nike+ running app with it's integration with Motion Activity app and location services, shows the distance you have ran, the route you ran, and also the calories lost during the run.

The benefit of the business opportunities is that now, companies that design running shoes will be creating shoes not on you use to run with, but shoes that can capture the distance you ran, route and number of calories you lost. This is a great opportunity, for companies to follow the root of Nike.