

# IOT

## Nike Hyperdunk Plus



- Physical Components: Shoes and Smart Phones
- Smart Components: Sensor in the shoe that records data on speed, jump height and other important basketball data
- Connectivity Components: Can connect to smart phone via Bluetooth and can present data in real time

- This Nike Plus product has massive upside for athletes but especially Basketball players.
- In High School I used the product myself and found that having data about my vertical leap and other skills very helpful in honing my game.
- It has even greater appeal as Basketball is one of the fastest growing sports on the planet. The NBA in America has paved the way for other leagues in places like China and Italy.
- These leagues and the hundreds of teams that employ thousands of players will highly value real time data Nike Plus can provide.

- <https://www.wired.com/2012/04/smart-sneakers/>
- This is from The Wired and it includes a video from Nike talking about their product.