

CicloSport



Hybrid Offering	
Brief description	CicloSport computers combine traditional sport watch functionality with more sophisticated functions including heart-rate measurement. The various models are suitable for different kinds of sports including training, cycling, running, and mountain climbing.
Hybrid offering's industry	Preventive healthcare
Company details	
CicloSport www.ciclosport.de	CicloSport® K.W. Hochschorner GmbH is an established manufacturer of electronic devices for sports. Products include among others bicycle computers, heart rate computers, fitness and training equipment, clothing, and accessories. The company is based in Krailing, Germany.
Company's industry	Sports electronics
Country of origin	Germany
Dimensions	
Product dimension	The Ciclosport computers (CicloControl and CicloPuls lines in combination with heart-rate chest belts) boast various functions including temperature, performance in Watt, altimeter, heart rate, biking data measurement, and barometer.
Service dimension	Results and heart rate documentation can be analysed and visualised with PC programs via USB interface. In addition to PC evaluation, the devices allow the exerciser to save particular values for functions (e.g. lower and upper heart rate limits). A so-called Cardio-Training-Security system allows professional trainers to simultaneously control and visualise data of up to 20 athletes using wireless belts.
Other links	
Other Crucial Dimensions	
Hybrid orientation	Product oriented
Community as service	No
Target market	B2C, B2B
Revenue model	One time

Images

Product dimension



Service Dimension

