

Hybrid Offering

Brief description	The Garmin product-service system consists of the GPS-enabled sport watch Forerunner 205/305/405 series and the Garmin Training Center PC software.
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Hybrid offering's industry	Preventive healthcare
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Company details

Garmin www.garmin.com	Founded in Olathe, Kansas, in 1989, Garmin Ltd. is a global provider of innovative products for various areas including as automotive, aviation, marine, fitness, and outdoor recreation. The product portfolio covers navigation systems, personal travel assistants, dog tracking systems, advanced handheld devices, cycling computers, training tools for runners and athletes, fish-finding systems, radars.
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Company's industry	Scientific & Technical Instruments
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Country of origin	USA
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Dimensions

Product dimension	The GPS-enabled sport-watch series Forerunner 205/305/405 have varying functionality. The Forerunner 405 functionality includes customizable data screens monitoring time, distance, pace, calories, and heart rate. Recorded courses can also be downloaded, allowing the user to compete against previous workouts or race a virtual partner. Users can easily share their locations, advanced workouts, and courses wirelessly with other Forerunner 405 users to try or compete against.
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Service dimension	The Garmin Training Center PC software lets users review and analyze existing training data from the Forerunner sport watch. Based on workout data, a map can be generated, showing the exact path traveled. The software allows planning and saving future training plans, and then sending them to the Forerunner. On the Garmin Connect website, users track and share their activities.
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Other links	connect.garmin.com
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Other Crucial Dimensions

Hybrid orientation	Product oriented
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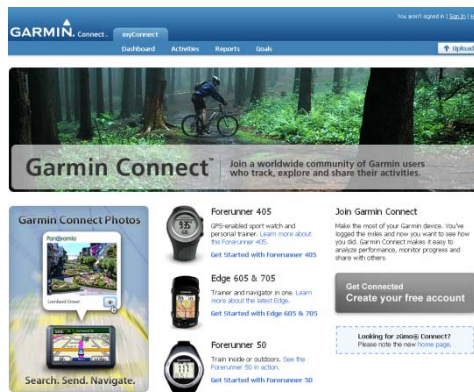
Community as service	Yes
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Target market	B2C
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Revenue model	One time
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Images

Product dimension



Service Dimension

