



Kettler

Hybrid Offering	
Brief description	Kettler has released comprehensive training software compatible with the Kettler cycling ergometers which have computer interfaces.
Hybrid offering's industry	Preventive healthcare
Company details	
Heinz Kettler www.kettler.net	Heinz Kettler GmbH und Co. KG is a family-owned, globally present business based in Ense-Parsit, Germany. The company is a well-known producer of sports and wellness equipment, including sports and fitness machines, ping-pong tables, leisure furniture, bicycles, and outdoor toys for children.
Company's industry	Gym Equipment
Country of origin	Germany
Dimensions	
Product dimension	The cycling ergometers provide the product dimension of the system. The ergometer functionality can be accessed through a training computer with an easy to read screen display. Functions include visualisation of training data, heart-rate controlled programs, target zones training (maximum heart rate, etc.).
Service dimension	The service dimension is the Ergo Concept II software available for all Kettler ergometers with RS 232 PC interface. This software enables computer-aided recording, monitoring and analysis of training data. 3D topographic maps build the basis for interactive training courses. Users can save their profiles for each performance level.
Other links	
Other Crucial Dimensions	
Hybrid orientation	Product oriented
Community as service	No
Target market	B2B, B2C
Revenue model	One time

Images

Product dimension



Service Dimension

