

Wii Fit



Hybrid Offering	
Brief description	The Nintendo Wii Fit system which operates on the Wii console aims to improve its users' physical condition by practicing exercises.
Hybrid offering's industry	Preventive healthcare
Company details	
Nintendo http://www.nintendo.com/	Founded in 1889 by Fusajiro Yamauchi, Nintendo, Co., Ltd., is committed to the creation of interactive entertainment products. Headquartered in Kyoto, Japan, the company produces hardware and software for its Wii™, Nintendo DS™, Game Boy® Advance, and Nintendo GameCube™ systems.
Company's industry	Gaming
Country of origin	Japan
Dimensions	
Product dimension	The Wii Balance Board is an extension of the Nintendo Wii gaming console. The Balance Board on which users stand with their feet uses pressure sensors to gauge the user's centre of gravity. It provides insights into how to improve posture, balance and overall wellness. Four different training programs are available to users and promote their physical activity: muscle workouts, yoga poses, balance games, and aerobic exercises.
Service dimension	To help users keep track of their progress, Wii Fit includes a special Wii Fit Channel which serves as a training partner and allows up to eight people to store and compare their personal fitness profiles. Progress can be monitored using charts and compared to other users. Any exercises taken away from the Wii Fit can also be entered into the system, thus extending the in-game calendar and giving a more complete overview of the user's fitness progression.
Other links	http://www.nintendo.com/games/detail/hoiNtus4JvIcPtP8LQPpyud4Kyy393oep
Other Crucial Dimensions	
Hybrid orientation	
Community as service	Yes
Target market	B2C
Revenue model	One time

Images

Product dimension



Service Dimension

