

Nokia 5500 Sport

NOKIA
Connecting People

Hybrid Offering	
Brief description	Nokia 5500 Sport is a mobile phone with enhanced functionality for sports combining basic telephony with motivational multimedia elements and training plans.
Hybrid offering's industry	Preventive healthcare
Company details	
Nokia http://www.nokia.com/	Founded as a paper mill in 1865 on the banks of Nokianvirta river in Finland, Nokia Group has transformed itself into a leading manufacturer of mobile telecommunications equipment. Until the end of 2005, the company had managed to sell over one billion phones. Nokia has its headquarters based in Espoo, Finland.
Company's industry	Mobile
Country of origin	Finland
Dimensions	
Product dimension	The product dimension of the Nokia 5500 Sport comprises of the mobile phone with its functionality. An electronic diary allows users to manage their exercises, training plans and goals. The fitness trainer software allows users to interactively set and control a long-term training plan (e.g. training for a marathon). The results of fitness tests can be archived and displayed. Integrated music player and visual radio are marketed as a motivational component in the training experience.
Service dimension	The Nokia Sport Manager is a PC software which allows users to store, display and manage their personal sports data. The software can be downloaded from the company website. Additional web-based applications such as Nokia Sport Tracker, a GPS-based activity tracker with GoogleEarth connection enabling users to store and share workouts and routes online, are also available.
Other links	http://europe.nokia.com/A4164325
Other Crucial Dimensions	
Hybrid orientation	Product oriented
Community as service	Yes
Target market	B2C
Revenue model	One time

Images

Product dimension



Service Dimension

