

# Polar



## Hybrid Offering

<b>Brief description</b>	Polar's product-service system combines the Polar heart rate monitors with additional training services such as the Polar ProTrainer 5 training software and the Polar Personal Trainer website.
--------------------------	--

<b>Hybrid offering's industry</b>	Preventive healthcare
-----------------------------------	-----------------------

## Company details

<b>Polar</b> <a href="http://www.polar.fi/">http://www.polar.fi/</a>	Polar Electro Oy Finland is a leading manufacturer of heart rate monitoring with headquarters in Oulu, Finland, and 21 subsidiaries globally. Founded in 1977, the company currently employs 1,200 people and has a global distribution network of 35,000 retail outlets in more than 80 countries.
---	---

<b>Company's industry</b>	Sports electronics
---------------------------	--------------------

<b>Country of origin</b>	Finland
--------------------------	---------

## Dimensions

<b>Product dimension</b>	The heart rate monitors are available as wrist units and offer a training system guiding how hard, how often and long the user needs to train to improve their fitness. The monitors have comprehensive functionality.
--------------------------	--

<b>Service dimension</b>	The Polar ProTrainer 5 software analyses training data based on various parameters. The software lets users plan workout sessions and then transfer them to their wrist unit. After training, users can send back their results to the PC for analysis and visualisation. On the Polar Personal Trainer website, users can create a personal training program, add a single exercise, view their progress and set up a personalised 'Keeps U Fit' training program. Polar also has a wide network of partnering performance diagnostics organisations for customers who wish to train using a personal training plan.
--------------------------	---

<b>Other links</b>	<a href="http://www.polarpersonaltrainer.com">www.polarpersonaltrainer.com</a>
--------------------	--

## Other Crucial Dimensions

<b>Hybrid orientation</b>	Product oriented
---------------------------	------------------

<b>Community as service</b>	No
-----------------------------	----

<b>Target market</b>	B2C
----------------------	-----

<b>Revenue model</b>	One time
----------------------	----------

## Images

Product dimension



Service Dimension

