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Nike promises more iPod-enabled kit

Plans to make all its running shoes compatible

by Stuart Miles published on 26 March 2007

Nike has said it will be releasing more Nike iPod kit in the coming months.

In an interview with AP Nike President and Chief Executive Mark Parker said that Nike "plans to make all its running shoes compatible with its Nike+ technology by the end of the year".

Currently only available for one of the company's trainers the Nike+ system allows runners to track their time, distance, pace, and calories burned with the Apple iPod.

"I won't get into specific dates or executions, but you can expect to see some of these new Nike concepts at retail this calendar year", Parker said.

We will keep you posted.

