

<http://www.pocket-lint.com/news/9037/samsung-sgh-f110-adidas-sports-phone>

## Samsung to team up with adidas for sports phone

### SGH-F110 to offer sports star's voice coaching

by Amy-Mae Elliott published on 30 July 2007

German website, Area Mobile, is reporting that Samsung is preparing to launch the SGH-F110.

Following in the footsteps of the Nokia 5500 and the Sony Ericsson W580i, the phone is apparently aimed at sports lovers.

Rather than just having sporty apps though, the sleek looking F110 takes the concept one step further with a team-up with Adidas.

Apparently, the SGH-F110 will boast a range of features of interest to the more active out there including a pedometer, heart beat monitor, will measure distance traveled and calories burned.

Although the translation is a little muddy, it appears that this Adidas offering will also select music playlists based on your heart rate, so some pumping toons when you're really going for it.

It looks like the SGH-F110 will have a voice coach feature you can listen to whilst working out, which it appears could be voiced by Adidas -signed sports stars (Beckham supervising your bench presses, anyone?).

Also featuring a radio, a microSD card slot, 2-inch LCD screen, 2-megapixel camera, it will work on the GSM quadband network with EDGE data connection.

All rumours at this stage so no info on pricing, dates or availability.

