

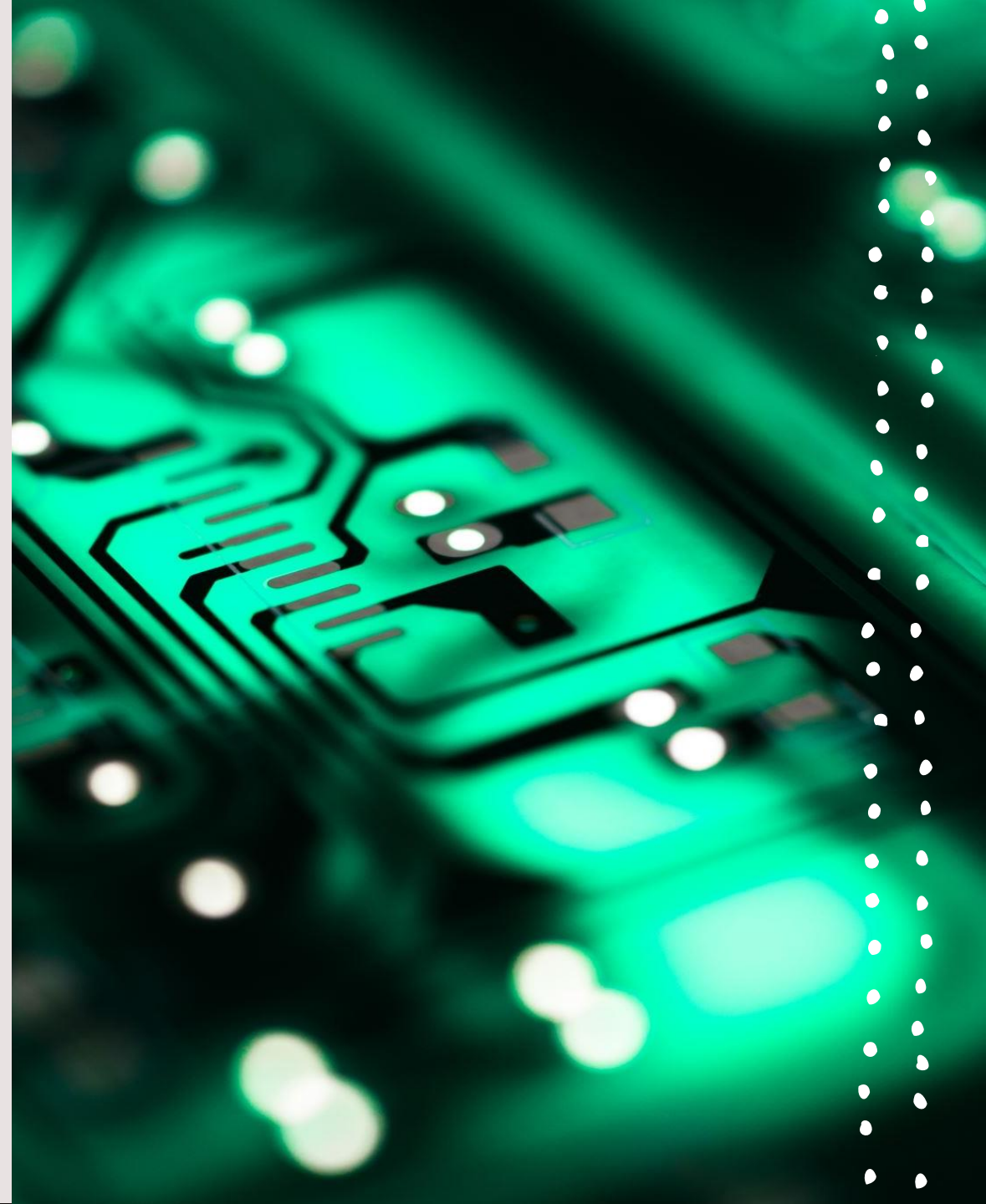
Insights to the modern technology introduced at Nike

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DIGITAL SKILLS AND
RESEARCH METHODS
BMSW4003

DSR ASSESSMENT 1 ONLINE
GROUP PRESENTATION

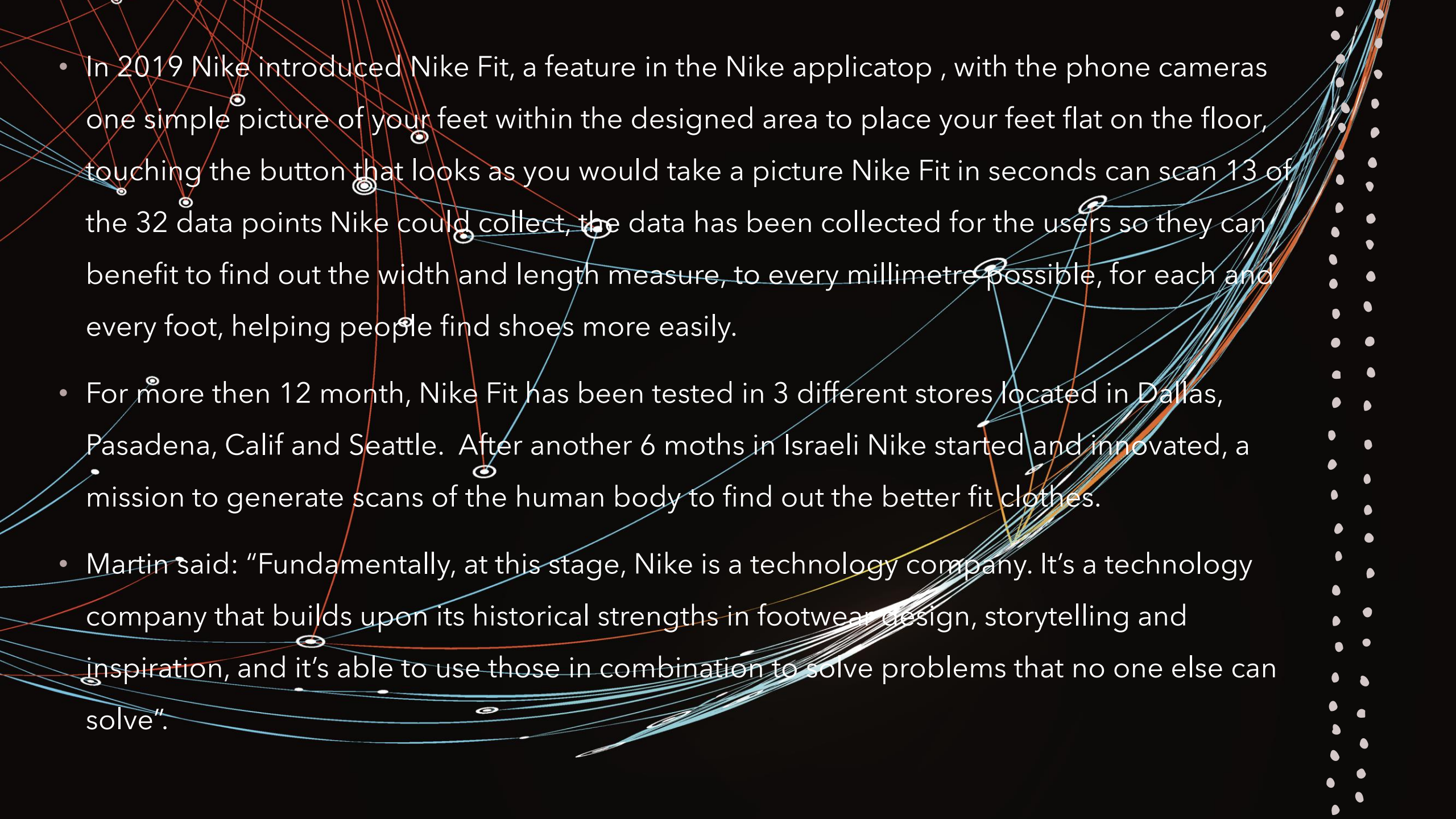
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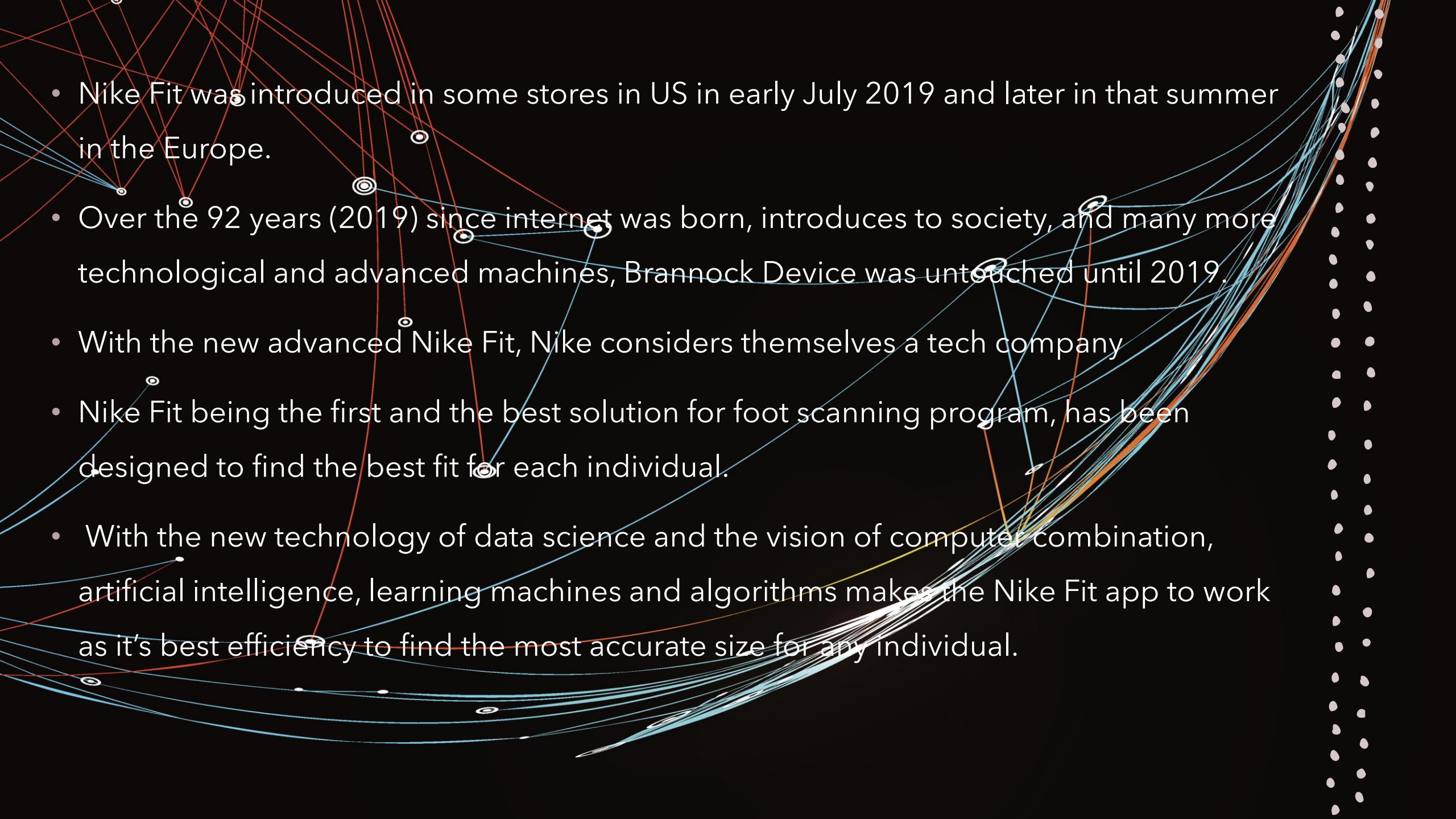


What is Nike Fit?

 **FI**T



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- In 2019 Nike introduced Nike Fit, a feature in the Nike app, with the phone camera taking one simple picture of your feet within the designed area to place your feet flat on the floor, touching the button that looks as you would take a picture. Nike Fit in seconds can scan 13 of the 32 data points Nike could collect, the data has been collected for the users so they can benefit to find out the width and length measure, to every millimetre possible, for each and every foot, helping people find shoes more easily.
 - For more than 12 months, Nike Fit has been tested in 3 different stores located in Dallas, Pasadena, Calif and Seattle. After another 6 months in Israel, Nike started and innovated, a mission to generate scans of the human body to find out the better fit clothes.
 - Martin said: "Fundamentally, at this stage, Nike is a technology company. It's a technology company that builds upon its historical strengths in footwear design, storytelling and inspiration, and it's able to use those in combination to solve problems that no one else can solve".

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- The background of the slide is black, featuring a complex network of thin, glowing lines in red and blue. These lines connect various small white dots, some of which are larger and more prominent. The lines and dots create a sense of dynamic movement and connectivity, particularly concentrated on the right side of the slide. A vertical line of white dots runs down the far right edge.
- Nike Fit was introduced in some stores in US in early July 2019 and later in that summer in the Europe.
 - Over the 92 years (2019) since internet was born, introduces to society, and many more technological and advanced machines, Brannock Device was untouched until 2019.
 - With the new advanced Nike Fit, Nike considers themselves a tech company
 - Nike Fit being the first and the best solution for foot scanning program, has been designed to find the best fit for each individual.
 - With the new technology of data science and the vision of computer combination, artificial intelligence, learning machines and algorithms makes the Nike Fit app to work as it's best efficiency to find the most accurate size for any individual.