

Interview Brief

Who: Allison Matyus, general news reporter at Digital Trends

Where: Nike Corporate Conference Room (Zoom Interview)

When: Feb. 19 at 3 p.m. [expected length 30-45 mins]

Social handles:

LinkedIn: <https://www.linkedin.com/in/allison-matyus-0a914ba1/>

Twitter: [@AllisonMatyus](https://twitter.com/AllisonMatyus)

Instagram: [@shallison00](https://www.instagram.com/shallison00)

Purpose of interview

Allison has agreed to an embargo piece on the launch of the new Nike Push Performance Line. She has already received the [Built for the Determined Athlete](#) press release—including all the basic information on both the Nike Push and Nike Push Pods. The interview is our opportunity to share why we chose to enter the sports smart technology field; define who we mean by determined athletes and elaborate on innovative features of both products.

About Allison

Allison has experience in the media sphere, ranging from freelance writing to chief editing titles.

Relevant articles:

- [Nike tightens its grip on smart shoes with new laces controlled by Siri](#) [posted 8.29.19]
 - o She has covered a product launch of Nike's before.
- Innovative products

About Digital Trend (direct quote)

"Digital Trends, the largest independent premium technology publisher in the world, is an award-winning multimedia brand that guides consumers to the best products and services available today — and uncovers the innovations that will shape their lives tomorrow. With more than 6 million social followers and a website that reaches 30 million worldwide, the brand interacts with more than 100 million people per month."

Just FYI

- It doesn't seem like Allison quotes anyone directly. You will do the interview but know anything she quotes from you will be attributed to "Nike," or "Nike spokesperson."

Talking Points

- Emphasis on enhancing the training experience and pushing personal performance.
- Importance of compatibility with the Nike Training app.
- Waterproof technology in the Nike Push Pods
- The Performance is designed for the determined athlete.
- Cheaper than everything else on the market

Q&A Prep

1. What made Nike pursue this new line of tech products?
 - a. We are always looking for ways to improve the training experience. As with the Nike Training app, the workouts are designed to continually challenge athletes, and increase difficulty as fitness levels increase. The Push Performance Line is meant to aid in that process.
2. How is the Nike Push Watch compatible with the Nike Training app?
 - a. Nike Push is tracking the user performance anytime they wear it and storing their data within the Nike Training app. Athletes can then review their progress on a daily, weekly, monthly or customized timeline. During workouts customized workouts the watch notifies athletes, through a variety of vibrations, when it is time to take it up a notch or when to move onto the next exercise. As for display, the watch shows the remaining time left in the workout, the athlete's heart rate and the time of day.
3. Do the Push Pods have an element that pushes performance or are they simply Bluetooth headphones?
 - a. When the user first pairs the Push Pods to the Nike Training app, they are prompted to customize their music taste depending on level of workout intensity. While training, the app will create playlist based on the intensity and duration of the workout and play it on the Push Pods. The innovative design within both the watch and headphones lets the app know when the athlete has

slowed down or reduced their intensity. When this happens, the athlete will hear customized words of encouragement, like “you’ve got this Allison,” or “you’re almost there.”

4. What does the watch track?
 - a. Nike Push tracks 50 performance indicators; including steps, heart rate, breathing, laps, caloric burns, sleep quality and location. I am particularly excited about the location tracking because it gives athletes the opportunity to map new runners’ paths, and stores information like how intense the run was based on their heart rate and how long it took them to complete it.
5. How does the Push Pods compare to other Bluetooth headphones?
 - a. In addition to playing high quality music, the pods place a Nike trainer in the ears of the athlete. The motion sensors help to prompt personalized words of encouragement as well as workout updates and reminders.
6. How does the Nike Push Watch compare to other smartwatches?
 - a. The Push Watch is built for the determined athlete who is looking to disconnect from the outside world and focus on their performance. The watch is solely meant for tracking performance and enhancing the workout experience. That being said, the watch does not connect to social aspects of cell phones and will not update athletes on messages, emails, or phone calls. The idea here is to remove all the distractions of the day give users the opportunity to really commit to their own success.
7. Where did the idea for waterproof headphones come from?
 - a. During the design stage we took a look at the needs of athletes across a variety of sports looking for needs we could fulfill and gaps in product availability for certain sports. To our knowledge there was no personal listening devices built to work while submerged in water. Our engineers saw this as an opportunity to enhance the way swimmers train. Research shows that music helps to push performance and we wanted to create a product that offered this advantage to swimmers and divers.
8. What will the products retail for?
 - a. At Nike we believe that sports technology should be affordable for all athletes. Therefore, the Nike Push watch retails for \$150 and the Push Pods retail for \$89. In the month of August as a part of our Made to Play initiative we will be offering high school and club sport student athletes a bundle pricing option of \$210.