

Sports Tracker, the leading training application for Nokia smartphones extends training experience into new training web site and community

The new Sports Tracker online service, launched on Thursday August the 12th at www.sports-tracker.com, extends the award-winning sports, fitness and exercise tracking experience on Nokia devices beyond mobile.

The newly launched online service allows users to store, visualize and analyze their workouts with enhanced tools, as well as share their media enhanced workout experiences with other Sports Tracker users - and the whole world. The online service also allows existing Nokia Sports Tracker Beta users to import their workout history to the new service.

The Sports Tracker mobile application has also been updated to support uploading of tracked data to the new service and direct sharing to Facebook. The update also extends the list of compatible devices to cover more than 50 device models, including Nokia's new flagship Nokia N8.

The new mobile application allows users to

- Record activities with all the data needed to analyze the performance, including distance, speed, duration, route, step count and more
- Check their location on the map while running, cycling, walking or with any other outdoor activity
- Upload their activity data from their phone to the Sports Tracker service
- Share their activities and automatically geo-tagged photos with other users and friends on Facebook, directly from their phone
- Record heart rate data by connecting the WearLink®+ Transmitter with Bluetooth® heart rate belt by Polar
- Automatically compare speed, distance and duration of recorded activities

The Sports Tracker mobile application is available for free in the Ovi Store.

The success story continues:

“Sports Tracker for Nokia touch-screen devices has been extremely successful in Ovi Store. It is one of the top 5 most downloaded of all the applications in Ovi Store ranking alongside with YouTube, Skype and Opera, with downloads from more than 190 countries. By turning a smartphone into a full-featured sports computer without additional cost Sports Tracker provides great value for sports enthusiasts and anyone who enjoys outdoor activities. The positive feedback from users has been overwhelming.”

- Jussi Kaasinen, CEO, Sports Tracking Technologies Ltd.

Supported Nokia touch-phones include

5228, 5230, 5233, 5235, 5530, 5800, C6, N97, N97 mini, X6, N8 and more

Supported Nokia non-touch phones include

5320, 5630, 5700, 5730, 6110, 6120, 6121, 6124, 6210, 6220, 6290, 6650, 6700 slide, 6710, 6720, 6730, 6760, 6788, 6788i, 6790, 6790, C5, E5, E51, E52, E55, E63, E66, E71, E71x, E72, E73, E75, N76, N78, N79, N81, N81 8GB, N82, N85, N86, N95, N95 8GB, N96, X5

About Sports Tracker

With free Sports Tracker application **mobile phone becomes a full-featured GPS sports computer**, keeping track of everything from calories burned while running to your average cycling speed over altitude. You get maps, time and distance calculators, step count, and even heart rate when you use a compatible Polar HR belt. All data is stored in a diary so you can chart your progress, find your strengths and weaknesses, and share with others.

The new release of Sports Tracker for Nokia touch-screen phones is one of the most downloaded applications in Nokia Ovi Store, together with YouTube, Skype and Opera, with downloads from more than 190 countries.

After millions of downloads worldwide, it's now more successful than ever before.

About Sports Tracking Technologies Ltd

We believe that **people will be healthier, happier and more socially respected** when Sports Tracker helps them enjoy and stay motivated in exercising. Sports Tracker motivates users by tracking their outdoor activities, steering training with informative on-line data and especially getting support by sharing their actions and feelings with their friends in the Sports Tracker social community.

Sports Tracking Technologies Ltd is the category founder and leader of sports tracking applications and community in mobile phones and internet.

We are open for R&D and cross channel media marketing and sales co-operations and joint ventures.

Sports Tracker is a brainchild of Ykä Huhtala, Jussi Kaasinen and Antti Sorvari. Together they hold over granted and 60 pending patents and 25 years of experience from Nokia R&D, marketing and new products and services.

Key facts

- Sports Tracking Technologies was founded 2009 by Ykä Huhtala, Jussi Kaasinen and Antti Sorvari, after a successful spin-off from Nokia
- Nokia Sports Tracker beta was released in 2007 by Nokia and it has millions of users worldwide
- Sports Tracker for Nokia S60 5.0 touch phones was released by Sports Tracking Technologies in April 2010