



Introduction to Sports Tracker

Helping you train better since 2004

Sports Tracker is an award-winning application and service developed by a passionate team of outdoor sports enthusiasts and mobile experts, in cooperation with our users.

We're on a mission here: we want to help people train better, connect through sports, and live healthier, happier lives. And we want to do this using mobile phones: the fact is, after all, that most outdoor enthusiasts already have sports computers their pockets in the form of smartphones – those gadgets just need to be activated with the right application.

By downloading the free Sports Tracker application to your smartphone, you'll launch your training to a whole new level. Easily track and analyze your exercises and have fun training by sharing your workouts and photos with your friends and other similar-minded people via the Sports Tracker web site and community, Facebook and Twitter. You'll enjoy monitoring the development of your progress like never before.

Sports Tracker is one of Nokia Ovi Store's most downloaded applications, with millions of downloads from more than 200 countries. The combined tracked distance by our users reached a whopping 70 million kilometers in March 2011. That's almost 1800 times around the Earth, by the way. And the distance is increasing ever more rapidly, as we're just about to launch Sports Tracker for Android and iPhone.

A bit about our background

We started Sports Tracker in 2004 while working at Nokia. Our application was the first of its kind for mobile phones, so we can safely say we're the category founder and leader in our field. Our original vision was to come up with an easy and fun training application that would help people train better and connect them with each other.

Back then there were no phones with GPS, no smart phones, no Google maps. But like runners preparing for a marathon, we knew that if we'd just sweat it out, we'd reach our goal.

And here we are. As of today, after millions of downloads and with an ever-increasing group of active trackers worldwide, we're still the same sports enthusiasts and mobile geeks ourselves who want to carry on developing Sports Tracker and help people train better and enjoy themselves. Keep on tracking!