



CONNECTED JERSEY

NOVEMBER 30, 2015

PRE-PURCHASE

HOME - ACTIVATE JERSEY

☰ Nike+ QR

WELCOME TO CONNECTED JERSEY



ACTIVATE JERSEY

Scan your jersey to connect to the app
and follow your favorite NBA player.


● ● ●

SHOP JERSEYS

HOME - SCAN JERSEY

☰ Nike+ QR

WELCOME TO CONNECTED JERSEY



SCAN JERSEY

Scan your jersey daily to see new highlights
and unlock exclusive content.


● ● ●

SHOP JERSEYS

HOME - JERSEY RANKINGS

☰ Nike+ QR

WELCOME TO CONNECTED JERSEY



JERSEY RANKINGS

Join the movement and get your
jersey to the top of the worldwide ranks.

● ● ●

SHOP JERSEYS

☰ Nike+ 

WELCOME TO CONNECTED JERSEY



ACTIVATE JERSEY

Scan your jersey to connect to the app and follow your favorite NBA player.

● ● ●

SHOP JERSEYS

Nike+ ✕

HOLD JOCK TAG UP TO THE CAMERA

Align it with the viewfinder below.

< Nike+ 



LEBRON JAMES

Cleveland Cavaliers #23 SF

HEIGHT	6'-8"
WEIGHT	250lbs
AGE	30

#1

THIS WEEK

📍 SHANGHAI
24,598 votes

BUY JERSEY

ACTIVATE

HOME

☰ Nike+ 📷

LAST GAME

101 - 92

LAKEERS

...

ACTIVATE YOUR JERSEY

SCAN JERSEY

Nike+ ✕

HOLD JOCK TAG UP TO THE CAMERA

Align it with the viewfinder below.



Activate Jersey Manually

ACTIVATE JERSEY

Nike+ ✕

HOLD JOCK TAG UP TO THE CAMERA

Align it with the viewfinder below.



Activate Jersey Manually

JERSEY IS ACTIVATED

Nike+ ✕

**YOUR JERSEY IS ACTIVATED!
NOW HELP KOBE BE ON TOP!**



Scan the QR code on your jersey daily and you will get your jersey on top!

VIEW HOME COURT

HOME

☰ Nike+ 📷

LAST GAME

101 - 92

LAKEERS

...

ACTIVATE YOUR JERSEY

ACTIVATE JERSEY

Nike+ ✕

HOLD JOCK TAG UP TO THE CAMERA

Align it with the viewfinder below.



Activate Jersey Manually

ENTER CODE MANUALLY

< Nike+ ✕

ENTER KEY

Type the key for the jersey.

5 4 7 8 9

Locate the code on the inside tag of the jersey.

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	✕

JERSEY IS ACTIVATED

Nike+ ✕

**YOUR JERSEY IS ACTIVATED!
NOW HELP KOBE BE ON TOP!**



Scan the QR code on your jersey daily and you will get your jersey on top!

VIEW HOME COURT

AUTHENTICATE JERSEY

MENU

CAT CHO

HOME

ACTIVATE JERSEY

AUTHENTICATE JERSEY

SETTINGS

SHOP NIKE

AUTHENTICATE

HOLD JOCK TAG UP TO THE CAMERA

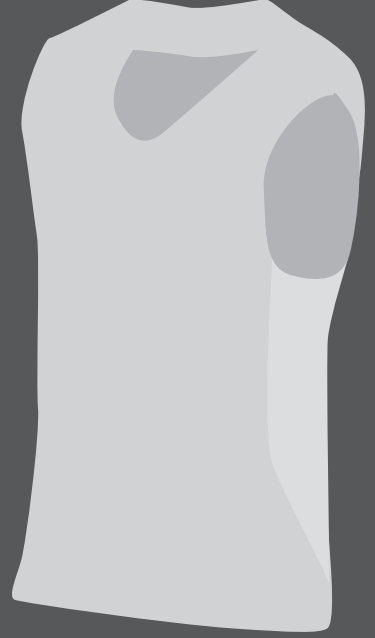
Align it with the viewfinder below.



Authenticate Jersey Manually

JERSEY IS AUTHENTICATED

YOUR JERSEY IS AUTHENTIC



Jersey Model: 54789
Edition #109 of 500
Manufactured in Portland, Oregon, USA
Activated in Shanghai, China on 03.05.2017

VIEW HOME COURT

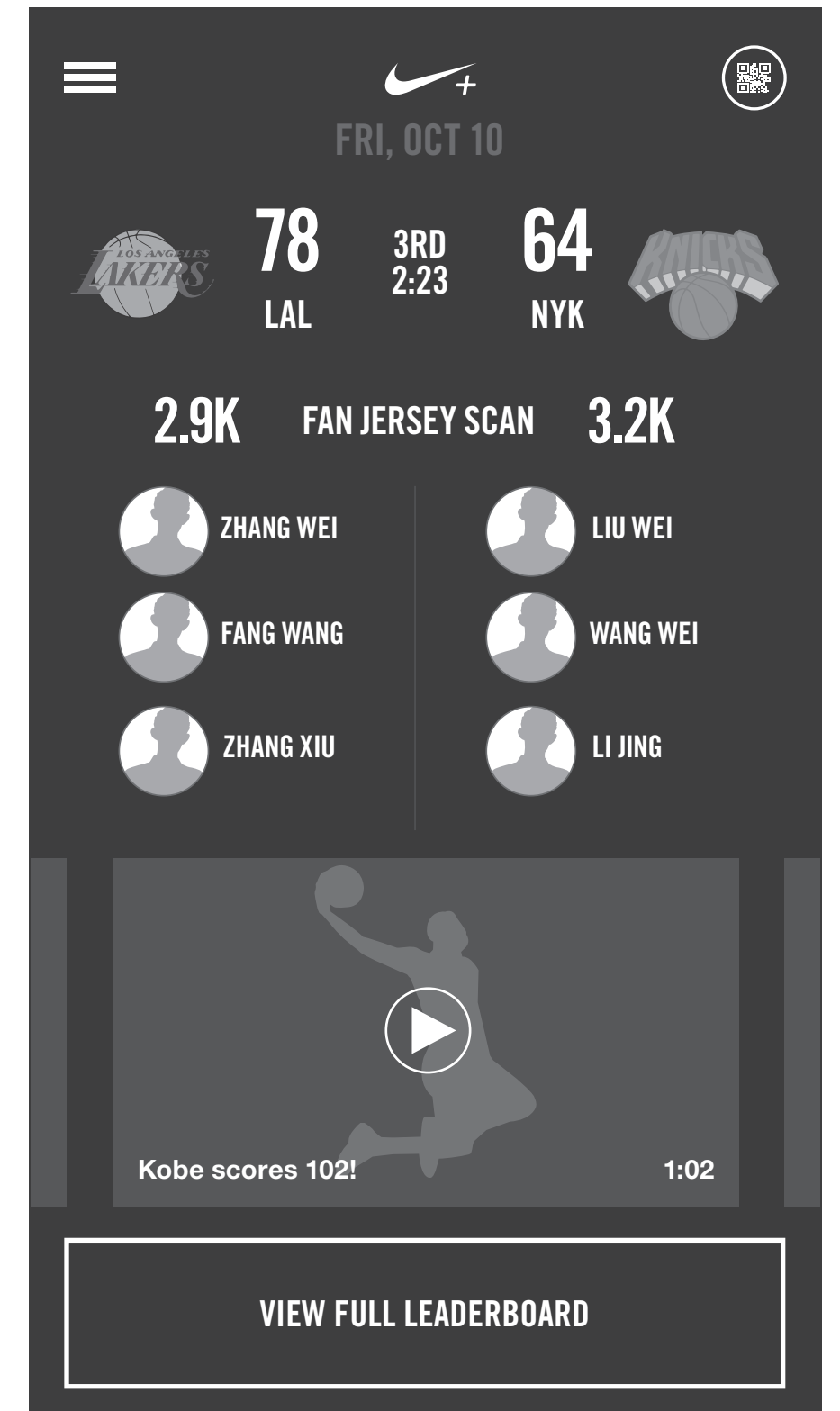
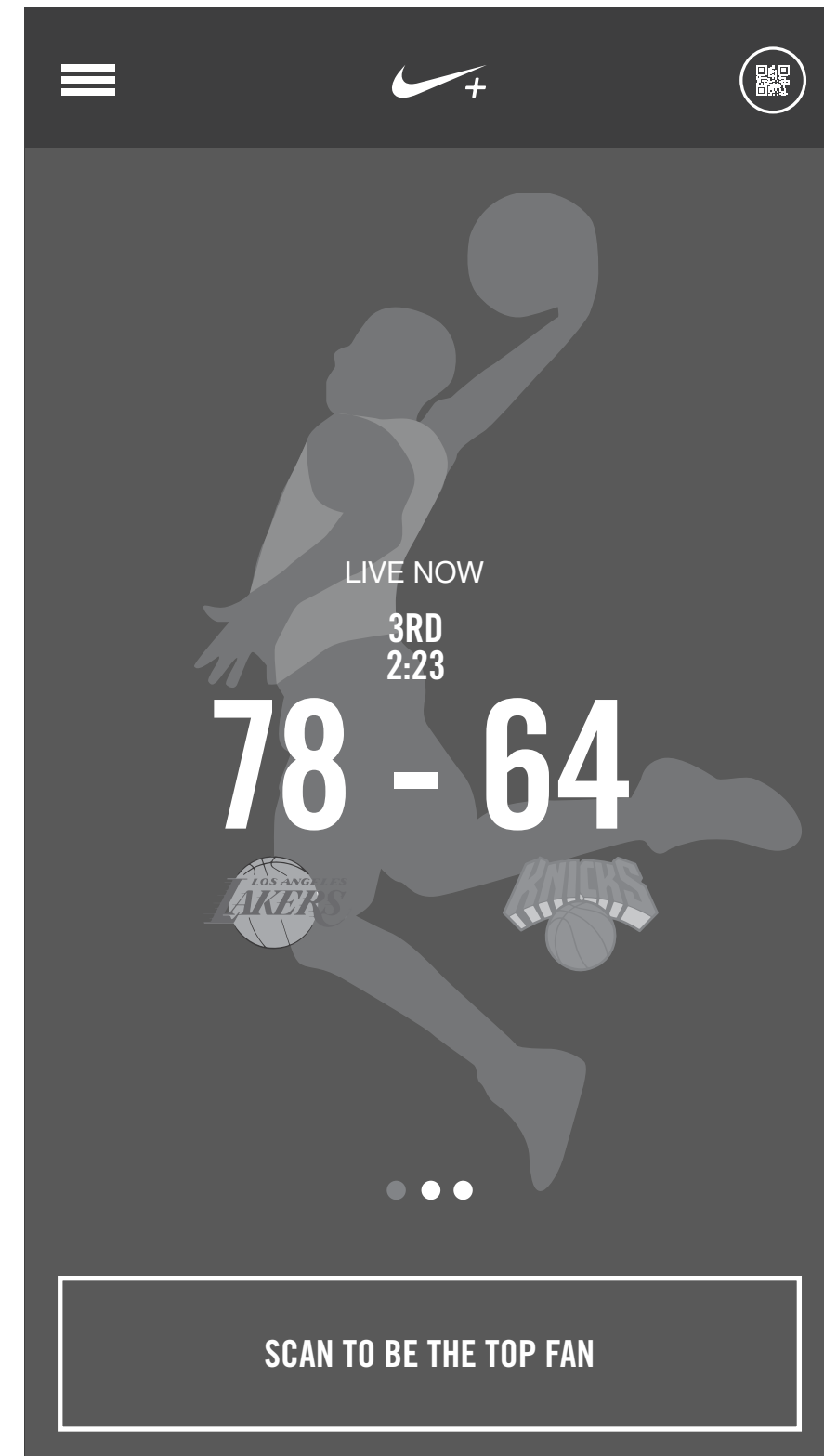
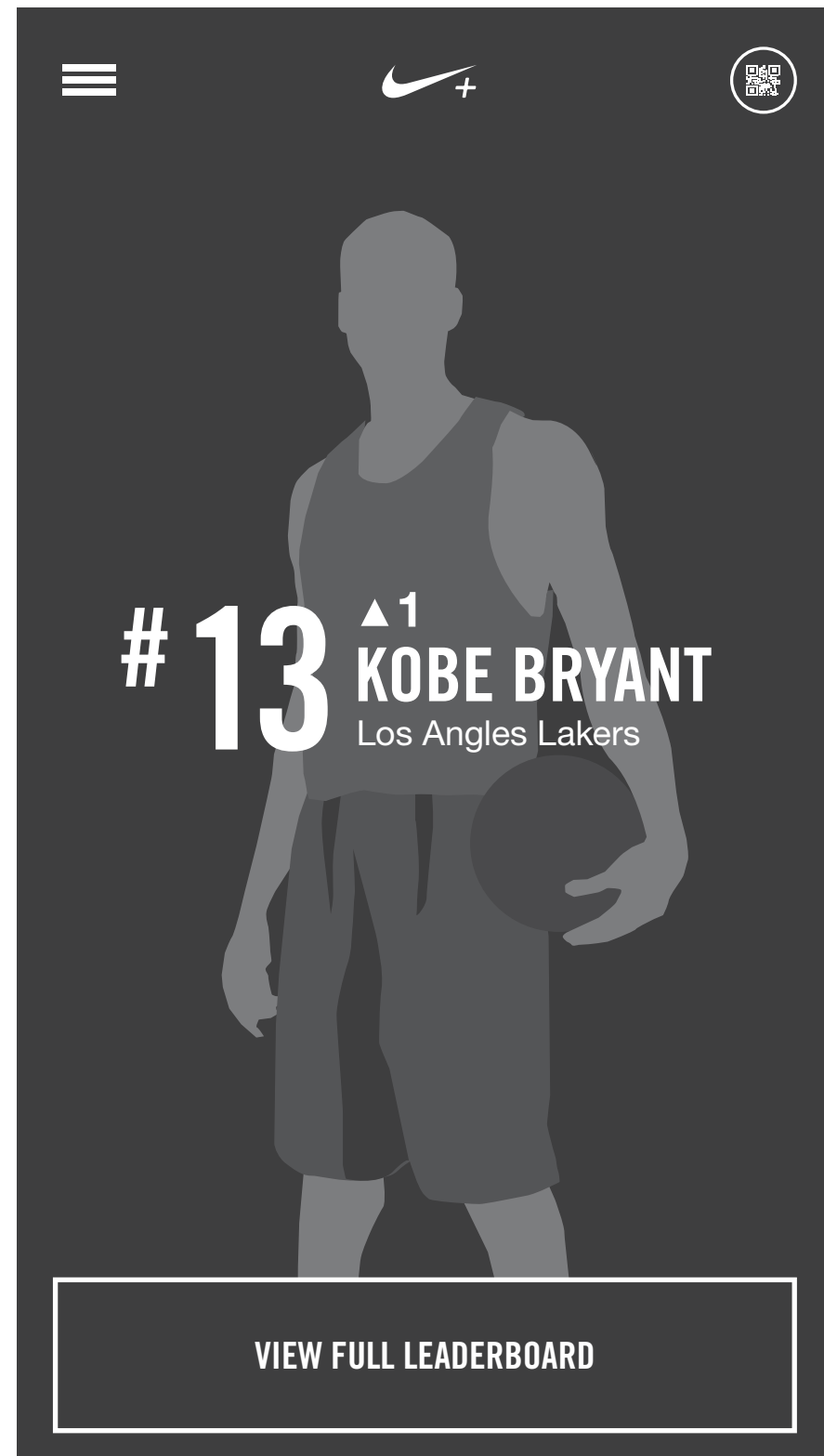
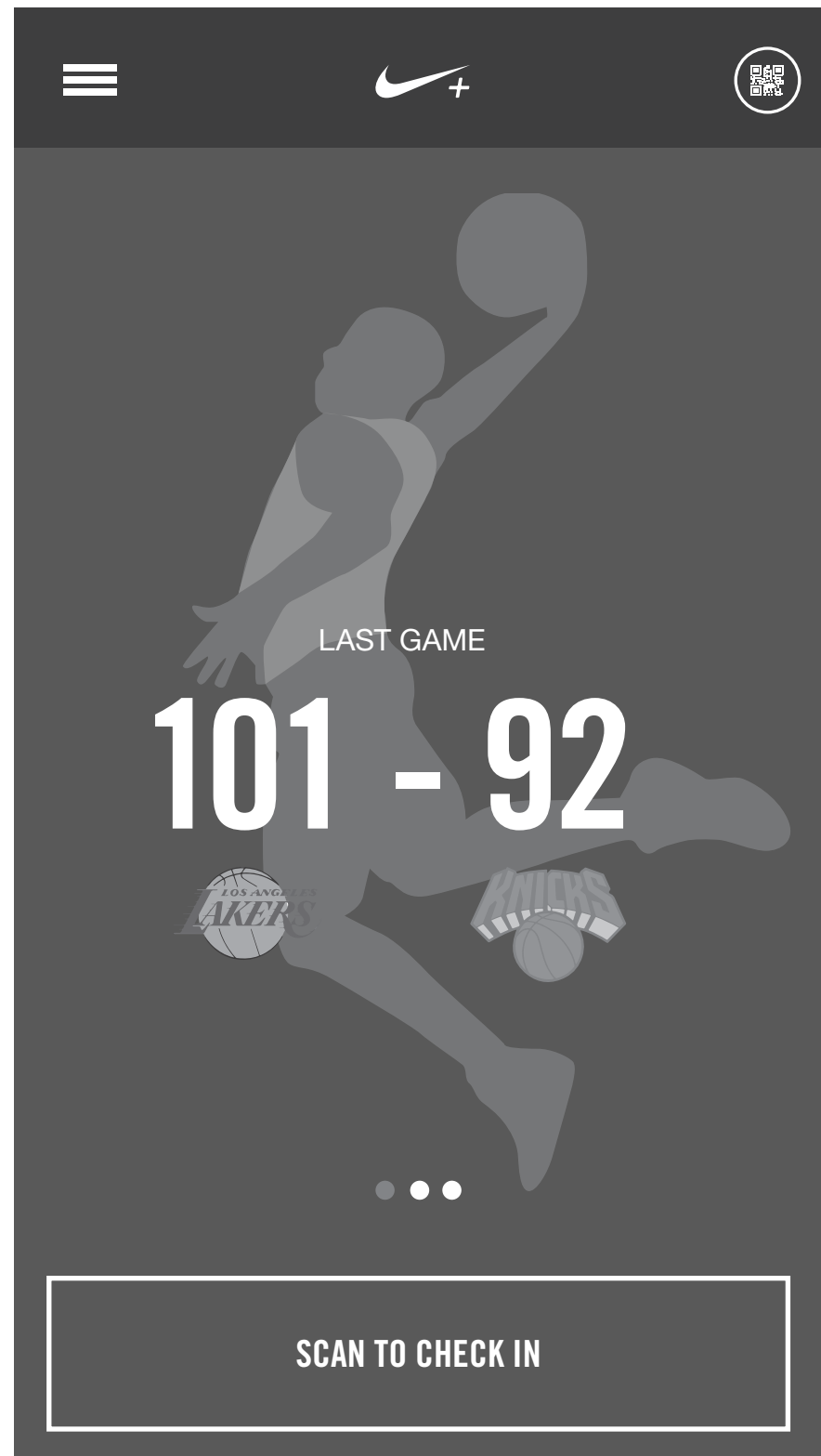
HOME COURT

HOME COURT BASIC - TEAM FEED
PRE - SCAN

HOME COURT FULL - PLAYER FEED
SCAN JERSEY

HOME COURT LIVE - GAME FEED
PRE - SCAN

HOME COURT LIVE - GAME/FAN FEED
SCAN JERSEY



Basic Team Update
Messaging about scanning to see more
CTA to Scan & Check In

Full Team Update
Full Player Content
Jersey Leaderboard
Shop more Jerseys
Social Content

Game Day match up
Player Stats
Messaging about scanning to view live game
CTA to Scan to join Fan Scan

Game Day match up
Jersey Check in Stats
Jersey Leaderboard
Game Highlights
Player Highlights

HOME COURT BASIC - TEAM FEED PRE-SCAN

HOME COURT BASIC - LAST GAME

Mobile app interface for 'LAST GAME'. The screen features a dark background with a silhouette of a basketball player in mid-air. The text 'LAST GAME' is centered above the large score '101 - 92'. A small Lakers logo is positioned below the score. At the bottom, there is a white button with the text 'SCAN TO CHECK IN'. The top navigation bar includes the Nike+ logo and a QR code icon.

HOME COURT BASIC - TEAM STANDINGS

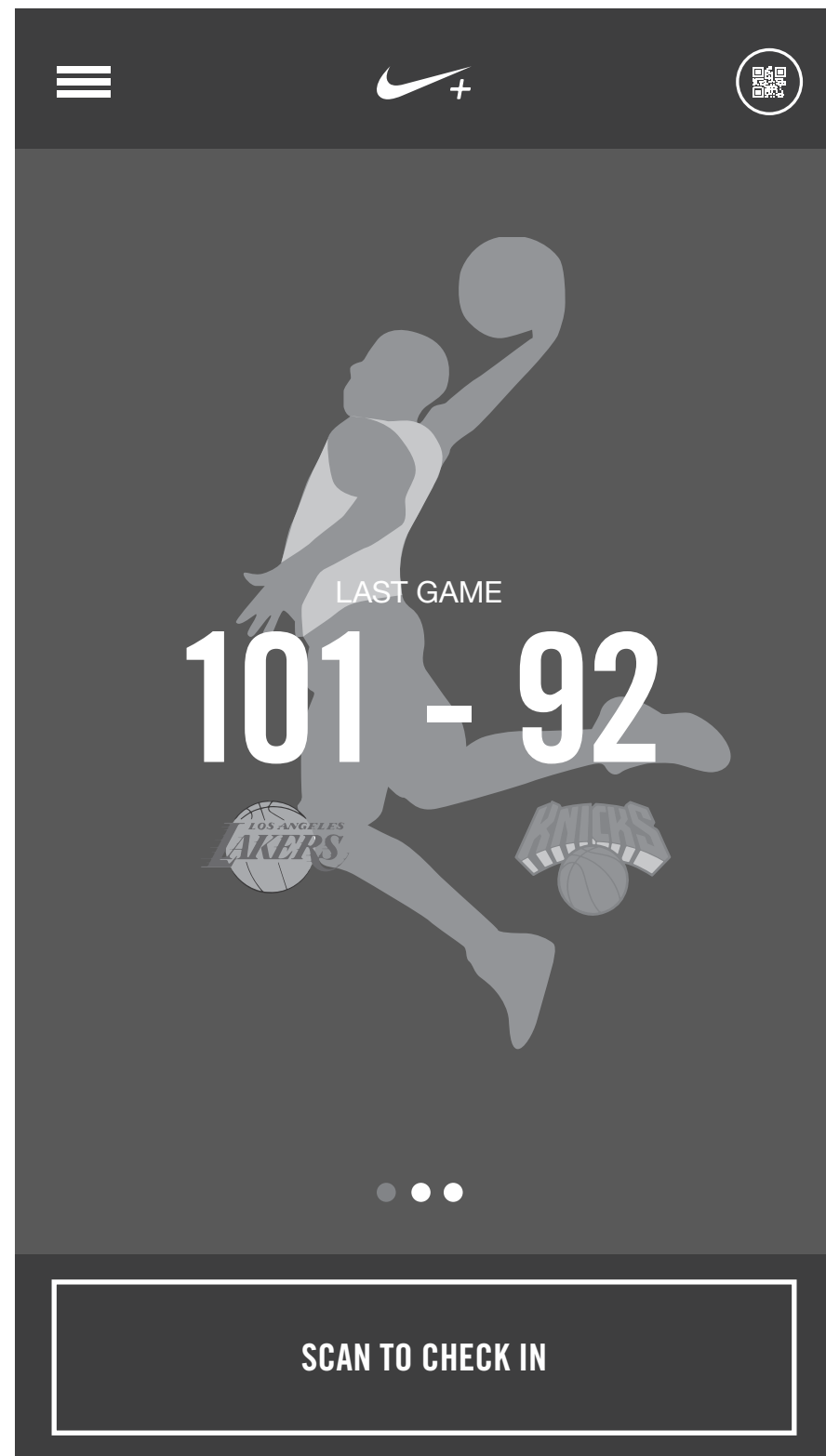
Mobile app interface for 'TEAM STANDINGS'. The screen features a dark background with the Los Angeles Lakers logo at the top. Below the logo, the text 'TEAM STANDINGS' is centered. The main content displays 'LOS ANGELES LAKERS' in large letters, followed by '14-2 | 1ST IN PACIFIC DIVISION'. At the bottom, there is a white button with the text 'SCAN TO CHECK IN'. The top navigation bar includes a hamburger menu icon, the Nike+ logo, and a QR code icon.

HOME COURT BASIC - TEAM STATS

Mobile app interface for 'TEAM STATS'. The screen features a dark background with the Los Angeles Lakers logo at the top. Below the logo, the text 'TEAM STATS' is centered. The main content displays four statistics in a 2x2 grid: 'POINTS PER GAME' (103.1, 8TH), 'REBOUNDS PER GAME' (43, 18TH), 'ASSISTS PER GAME' (22.1, 10TH), and 'POINTS ALLOWED' (98.7, 4TH). At the bottom, there is a white button with the text 'SCAN TO CHECK IN'. The top navigation bar includes a hamburger menu icon, the Nike+ logo, and a QR code icon.

HOME COURT FULL - PLAYER FEED SCAN JERSEY

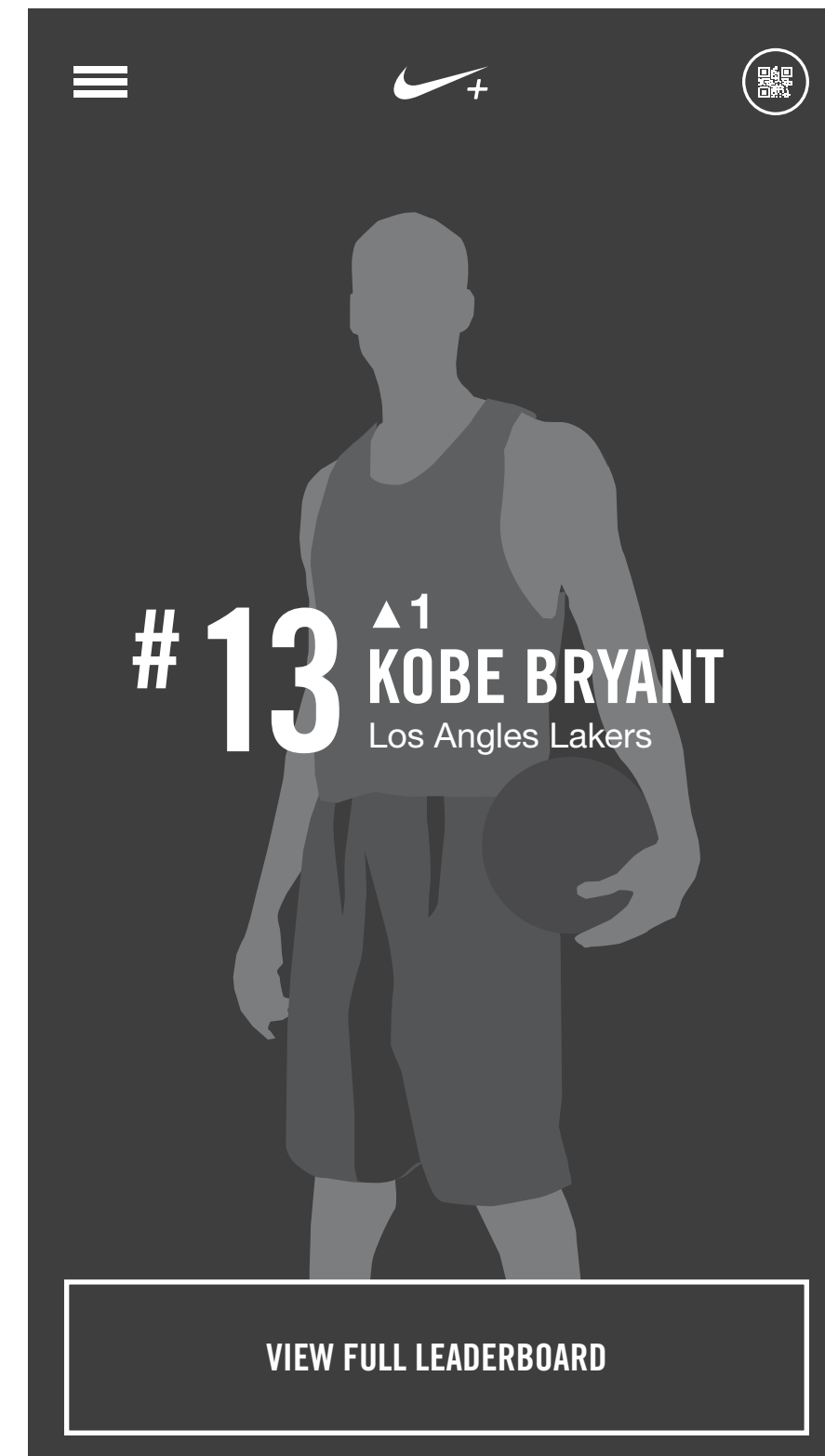
HOME COURT BASIC



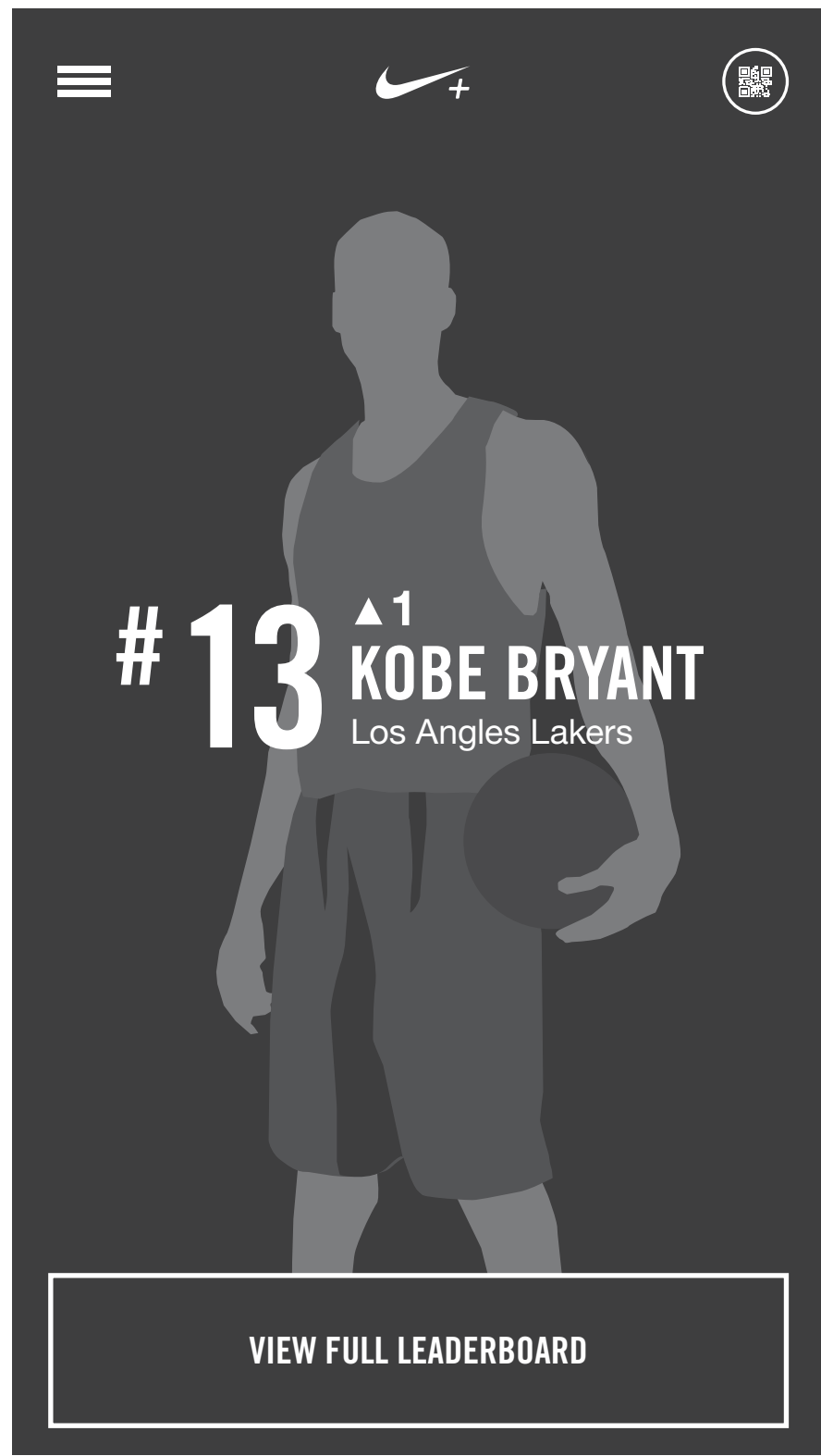
JERSEY SCAN



HOME COURT FULL - PLAYER FOCUS



HOME COURT FULL - PLAYER FOCUS

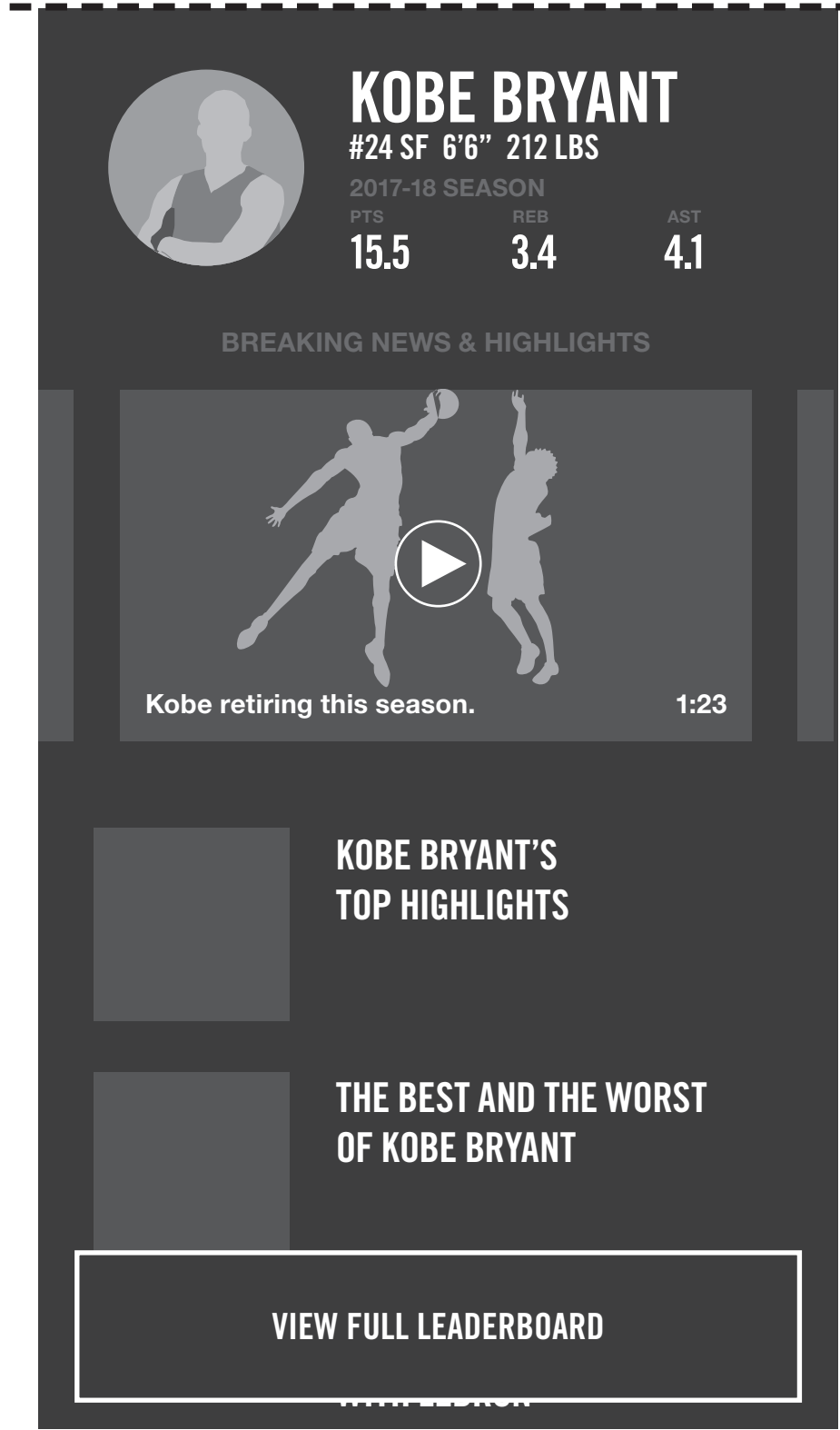


Menu icon, Nike+, QR code

#13 ^{▲1} KOBE BRYANT
Los Angeles Lakers

VIEW FULL LEADERBOARD

HOME COURT FULL - PLAYER FOCUS



KOBE BRYANT
#24 SF 6'6" 212 LBS
2017-18 SEASON
PTS 15.5 REB 3.4 AST 4.1

BREAKING NEWS & HIGHLIGHTS

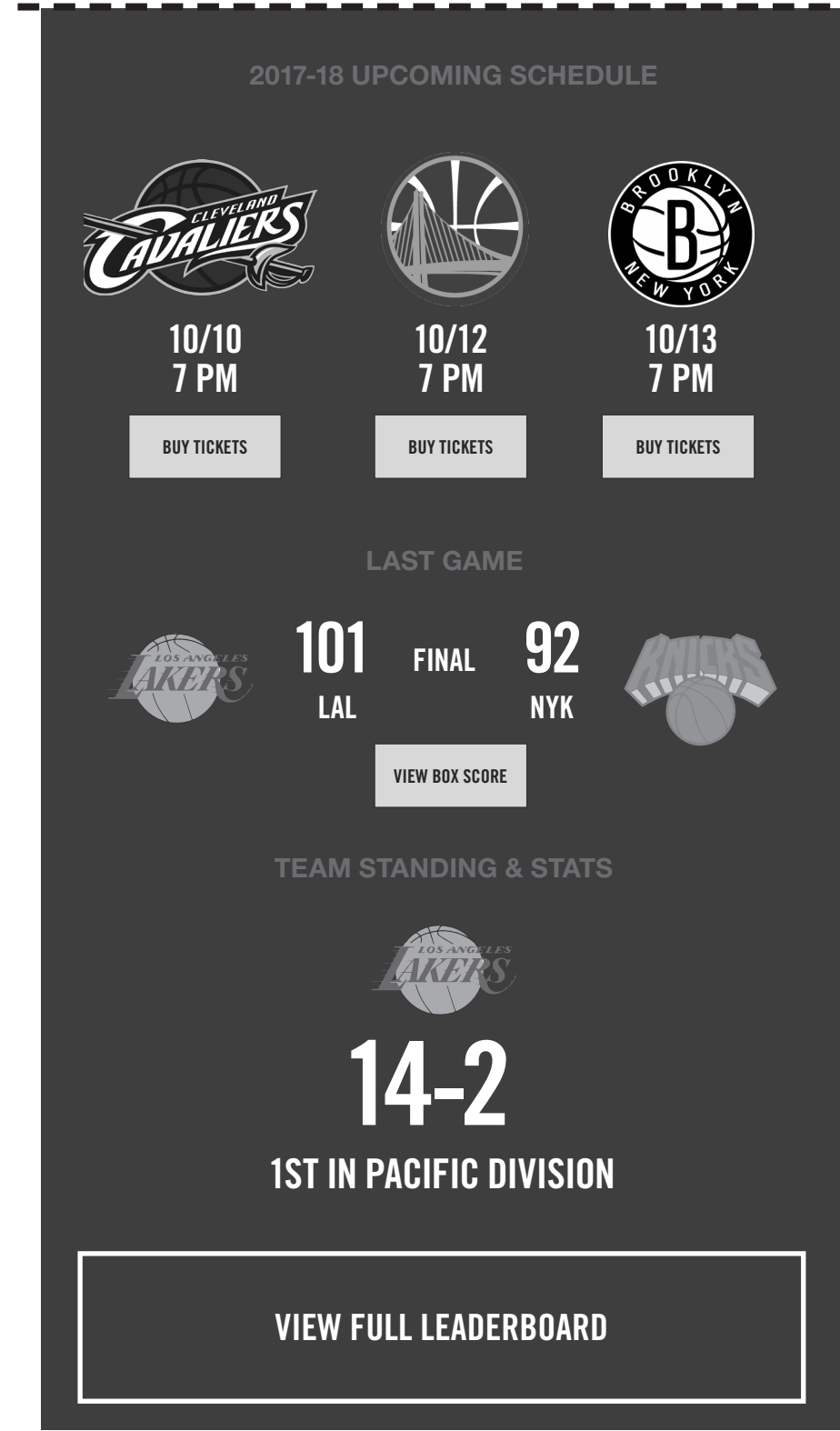
Kobe retiring this season. 1:23

KOBE BRYANT'S TOP HIGHLIGHTS

THE BEST AND THE WORST OF KOBE BRYANT

VIEW FULL LEADERBOARD

HOME COURT FULL - PLAYER FOCUS



2017-18 UPCOMING SCHEDULE

10/10 7 PM	10/12 7 PM	10/13 7 PM
BUY TICKETS	BUY TICKETS	BUY TICKETS

LAST GAME

101 LAL FINAL 92 NYK

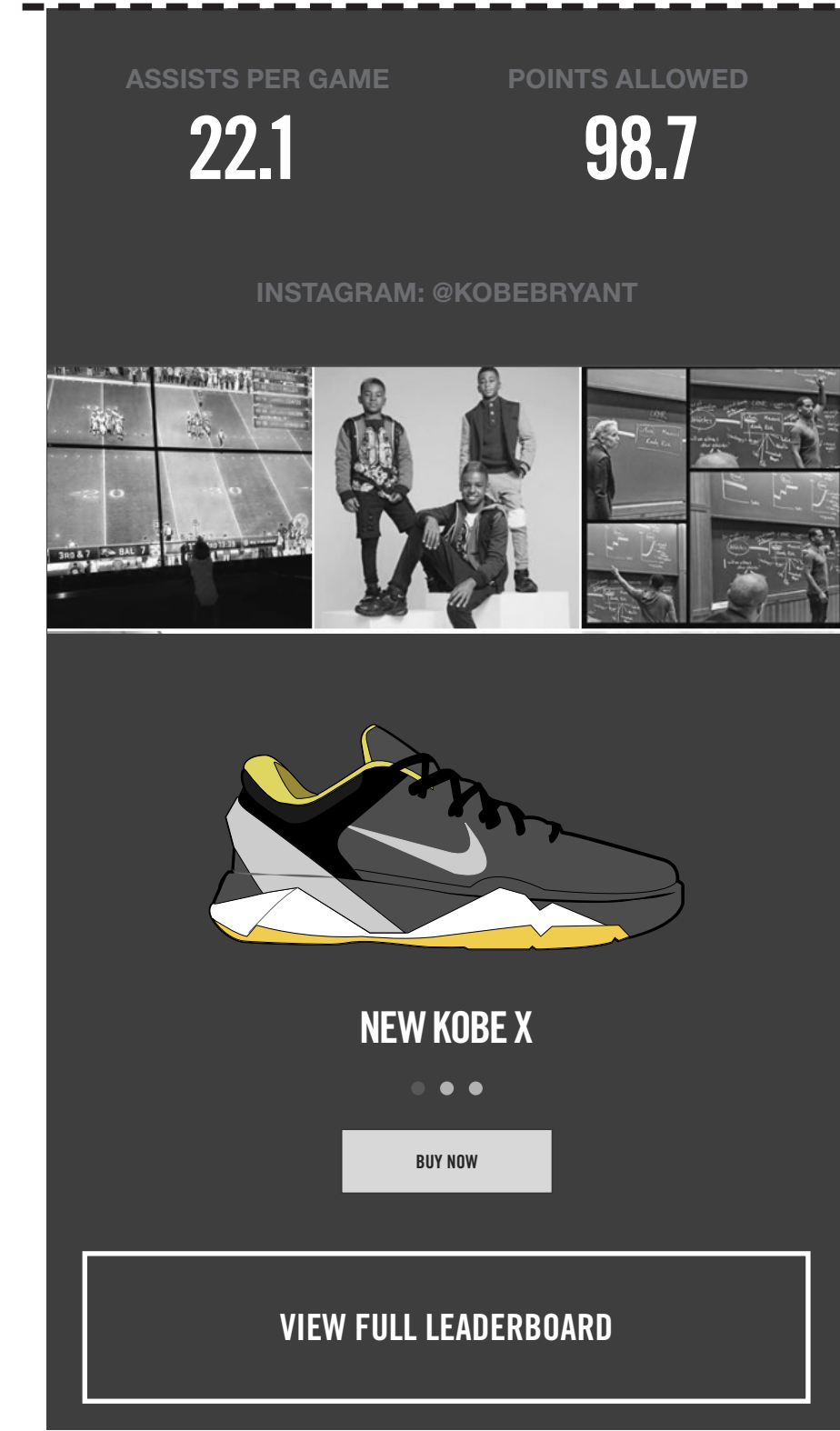
VIEW BOX SCORE

TEAM STANDING & STATS

14-2
1ST IN PACIFIC DIVISION

VIEW FULL LEADERBOARD

HOME COURT FULL - PLAYER FOCUS



ASSISTS PER GAME 22.1 POINTS ALLOWED 98.7

INSTAGRAM: @KOBEBRYANT

Instagram photo gallery

NEW KOBE X

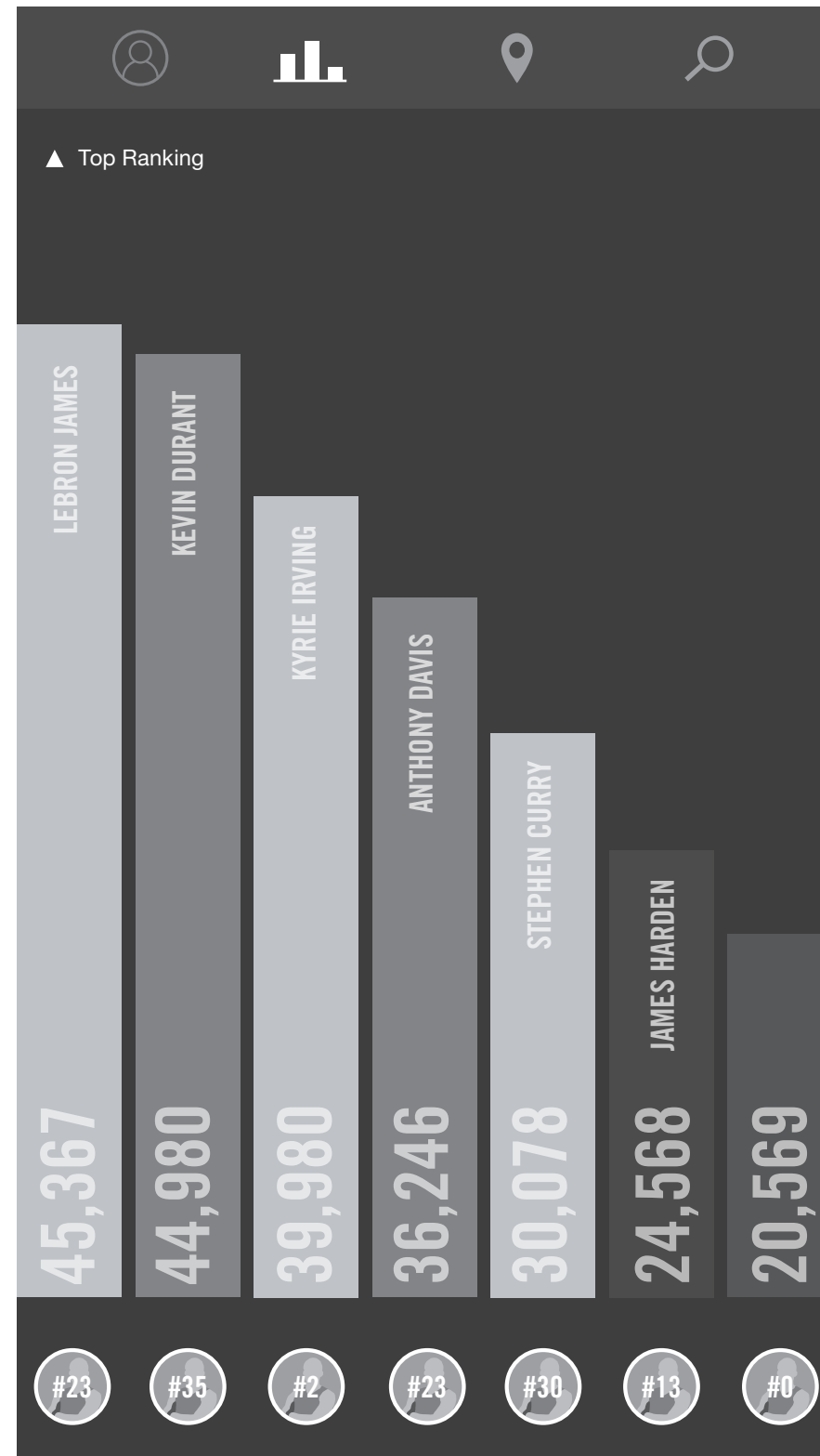
BUY NOW

VIEW FULL LEADERBOARD

HOME COURT FULL - LEADERBOARD



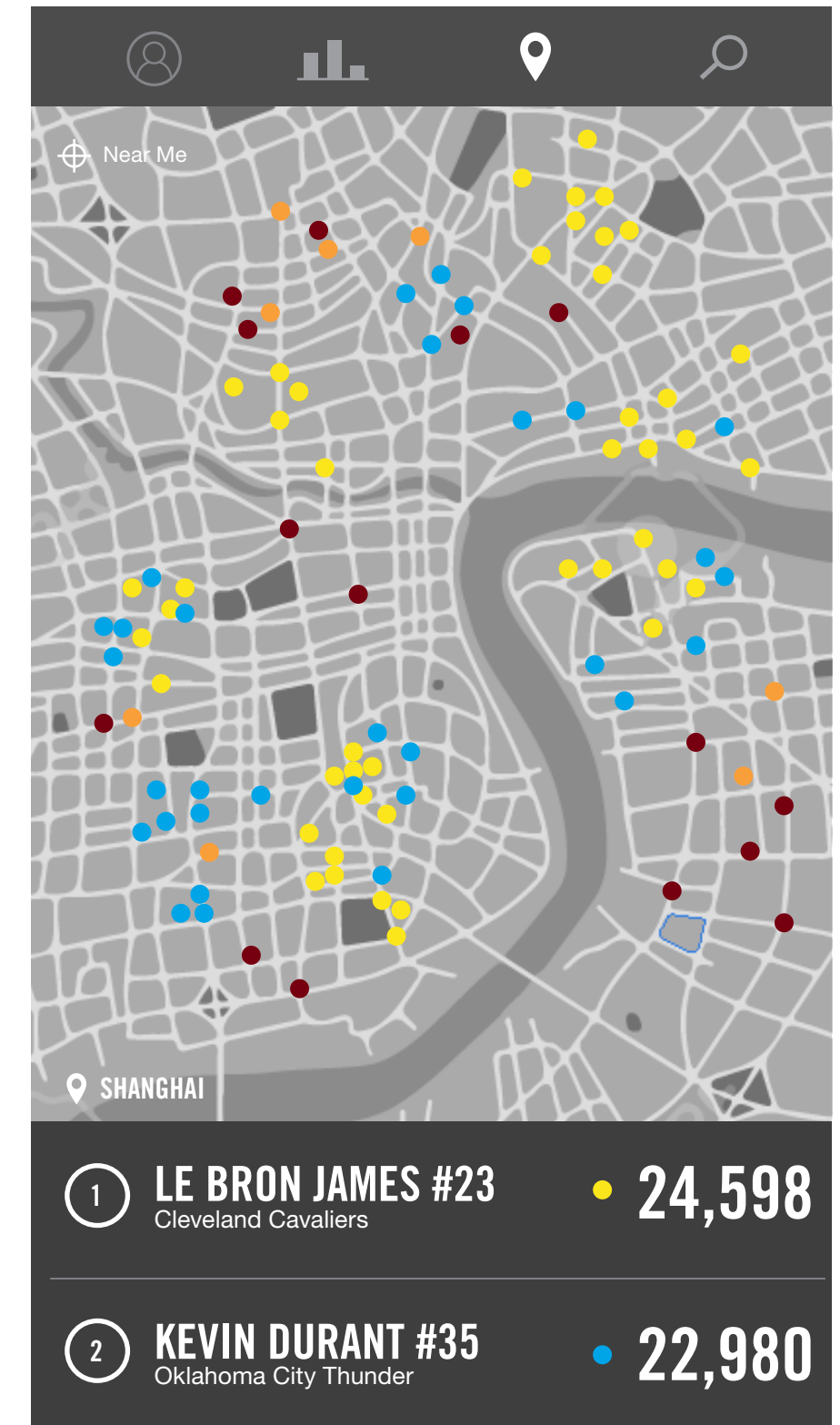
HOME COURT FULL - JERSEY STATS



HOME COURT FULL - JERSEY STATS



HOME COURT FULL - JERSEY STATS



HOME COURT LIVE - GAME FEED PRE-SCAN

HOME COURT LIVE - LIVE GAME

HOME COURT LIVE - LIVE GAME

Navigation icons: Menu, Nike+, QR code

LIVE NOW
3RD
2:23

78 - 64

LOS ANGELES LAKERS vs. MEMPHIS GRIZZLIES

SCAN TO BE THE TOP FAN

HOME COURT LIVE - PLAYER STATS

HOME COURT LIVE - PLAYER STATS

Navigation icons: Menu, Nike+, QR code

PLAYER STATS

Player	PTS	REB	AST
BRYANT	25	8	6
RUSSELL	14	4	8
CLARKSON	18	9	3

SCAN TO BE THE TOP FAN

HOME COURT LIVE - GAME STATS

HOME COURT LIVE - GAME STATS

Navigation icons: Menu, Nike+, QR code

GAME STATS

Team	ASSISTS	FG%	FT%	3P%
LOS ANGELES LAKERS	34	50	85	27
MEMPHIS GRIZZLIES	46	44	90	41

SCAN TO BE THE TOP FAN

HOME COURT LIVE - GAME/FAN FEED

SCAN JERSEY

HOME COURT LIVE

HOME COURT LIVE app interface showing a live game score of 78-64 between the Lakers and Knicks. The interface includes a menu icon, Nike+ logo, a QR code, and a 'SCAN TO BE THE TOP FAN' button.

JERSEY SCAN

JERSEY SCAN app interface showing instructions to hold a jock tag up to the camera. The jock tag features a QR code, NBA logo, and Nike logo. The interface includes a 'Scan Manually' button.

HOME COURT LIVE - GAME/FAN FEED

HOME COURT LIVE - GAME/FAN FEED app interface showing game statistics, fan jersey scan counts, and a list of fan names. The interface includes a video player and a 'VIEW FULL LEADERBOARD' button.

Team	Score	Time	Opponent
LAL	78	3RD 2:23	NYK

2.9K FAN JERSEY SCAN 3.2K

Name	Profile Picture
ZHANG WEI	[Profile Picture]
FANG WANG	[Profile Picture]
ZHANG XIU	[Profile Picture]
LIU WEI	[Profile Picture]
WANG WEI	[Profile Picture]
LI JING	[Profile Picture]

Kobe scores 50! 1:02

HOME COURT LIVE - GAME/FAN FEED

FRI, OCT 10

78

LAL

3RD
2:23

64

NYK

2.9K

FAN JERSEY SCAN

3.2K

ZHANG WEI

LIU WEI

FANG WANG

WANG WEI

ZHANG XIU

LI JING

Kobe scores 50!

1:02

VIEW FULL LEADERBOARD

HOME COURT LIVE - GAME/FAN FEED

BOX SCORE

	— 20	— 28	— 30
	14	20	30
	1ST	2ND	3RD
			4TH

TOP PERFORMERS

BRYANT

PTS 25

REB 8

AST 6

RUSSELL

PTS 14

REB 4

AST 8

CLARKSON

PTS 18

REB 9

AST 3

GAME STATS

34

FG%

46

VIEW FULL LEADERBOARD

HOME COURT LIVE - GAME/FAN FEED

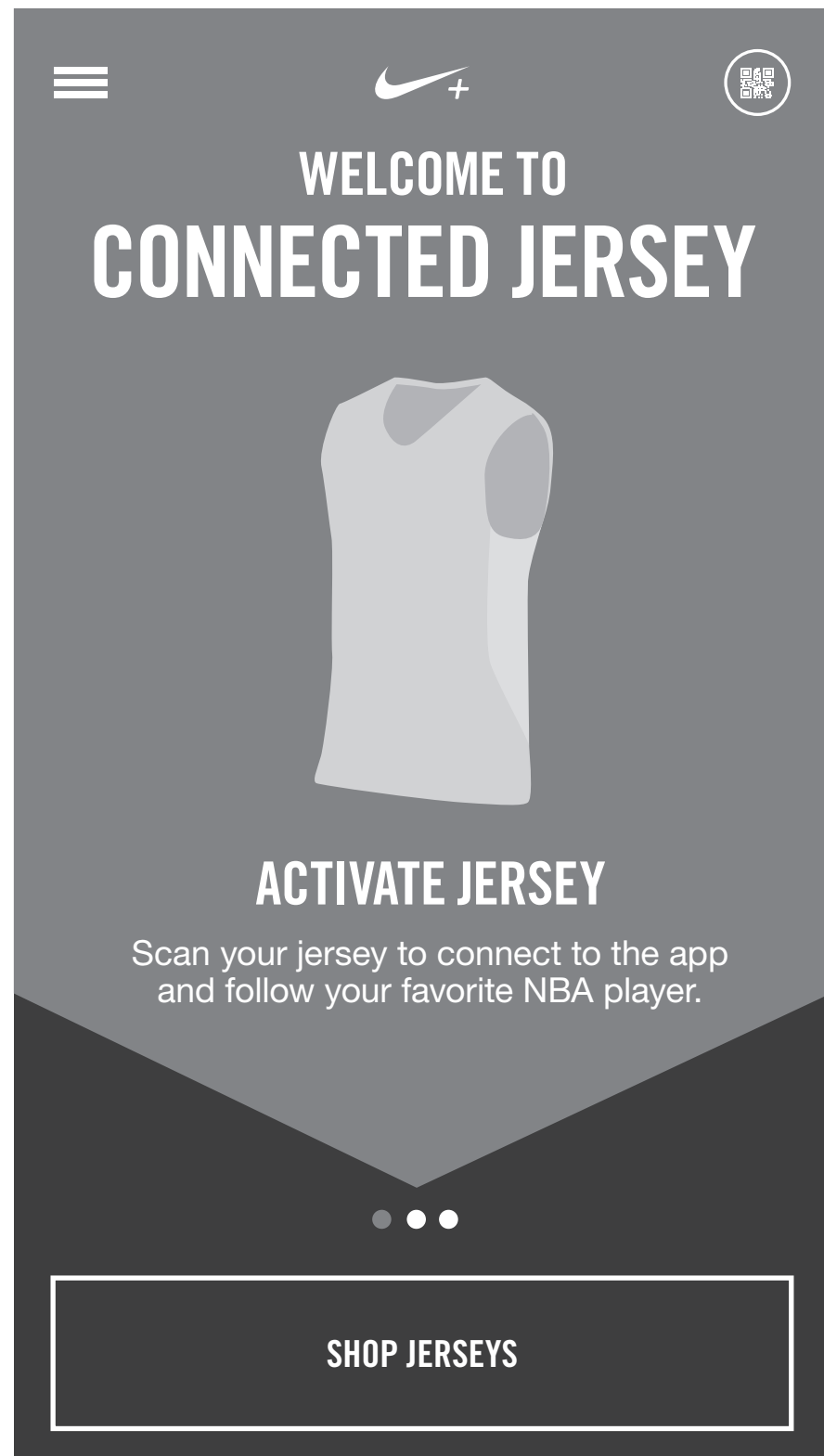
GAME STATS

— 34	FG%	— 46
— 50	3PT%	— 44
— 85	FT%	— 90
— 27	REBOUNDS	— 41
— 34	ASSISTS	— 46
— 11	STEALS	— 10
— 10	BLOCKS	— 14

VIEW FULL LEADERBOARD

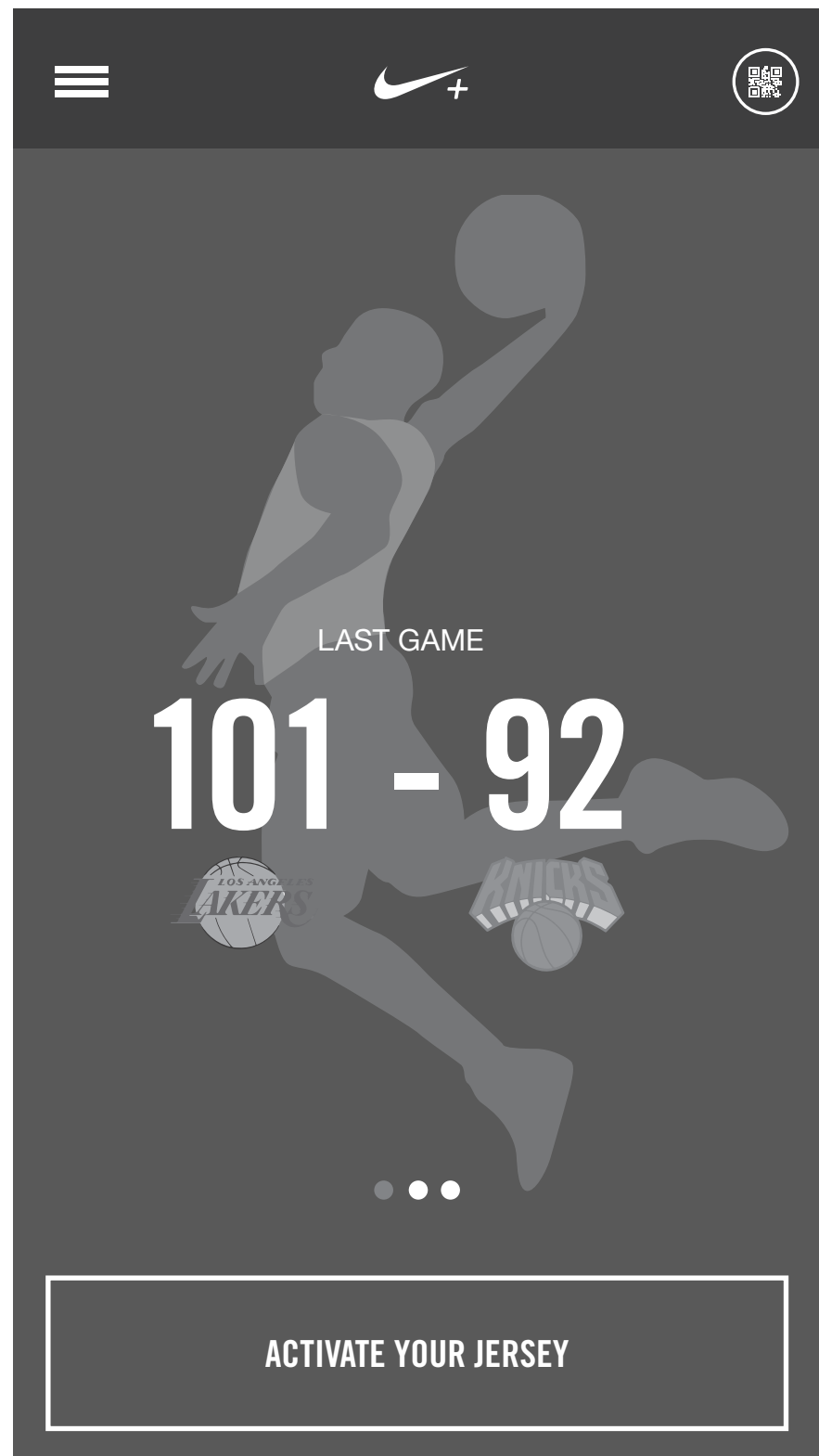
ALL HOME COURT STATES

HOME COURT RETAIL
NOT PURCHASED



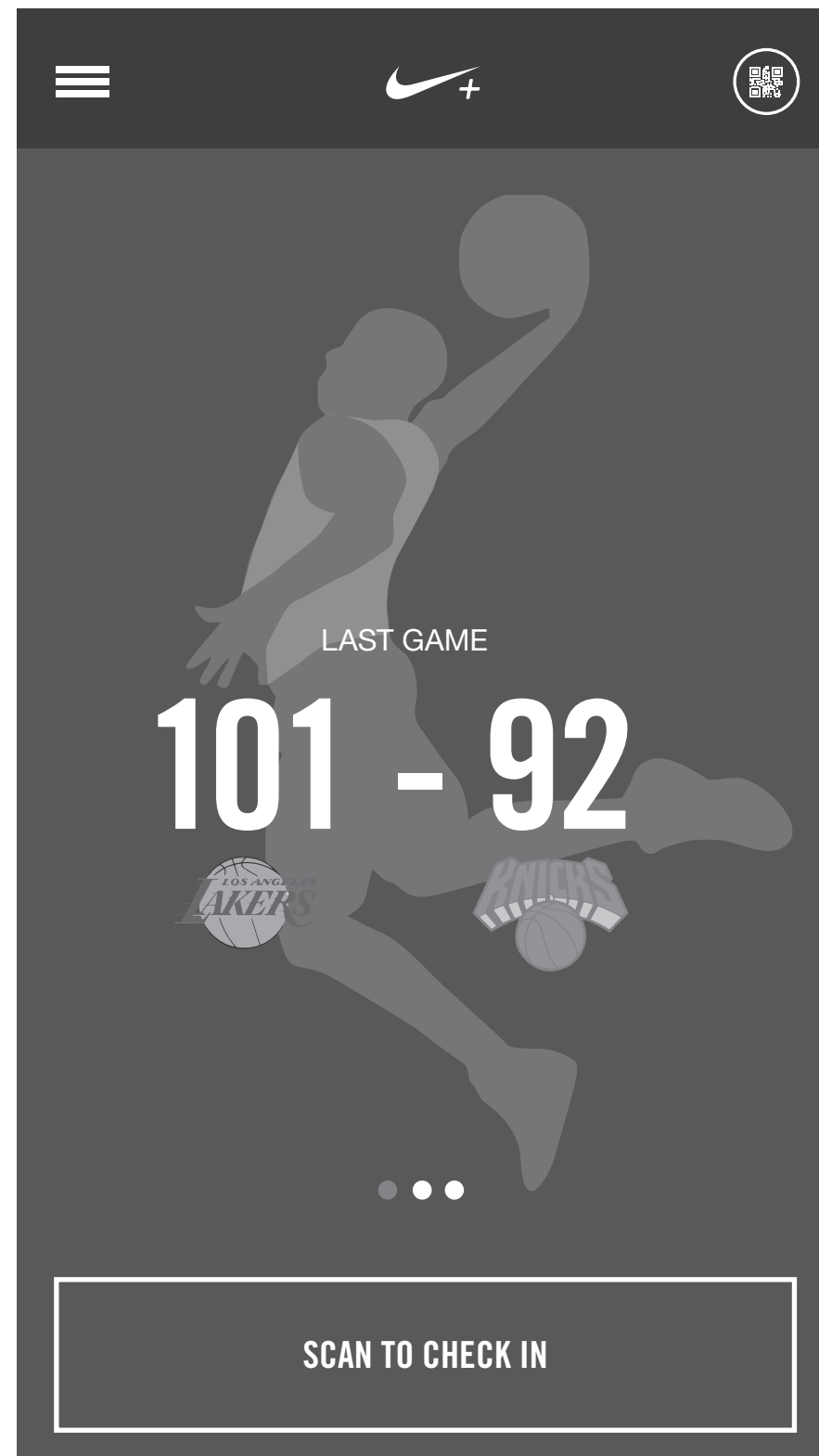
Messaging about connected Jersey
Jersey Identification
CTA to Shop Jerseys
CTA to Buy this Jersey

HOME COURT BASIC
PURCHASED, NON-ACTIVATED



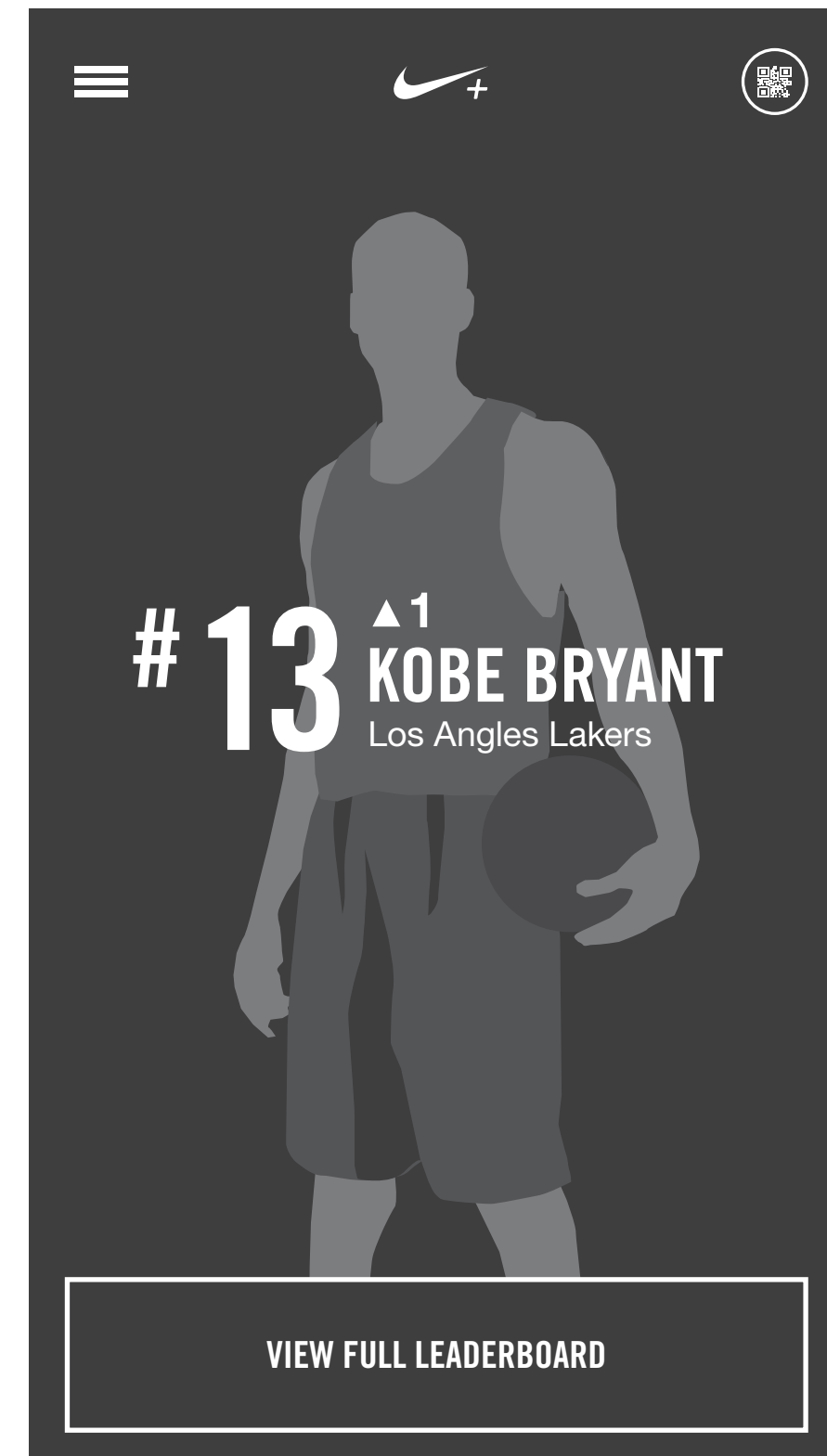
Basic Team Update
Messaging about activating jersey
CTA to Activate Jersey

HOME COURT BASIC
ACTIVATED & AUTHENTICATED, PRE-SCANNED



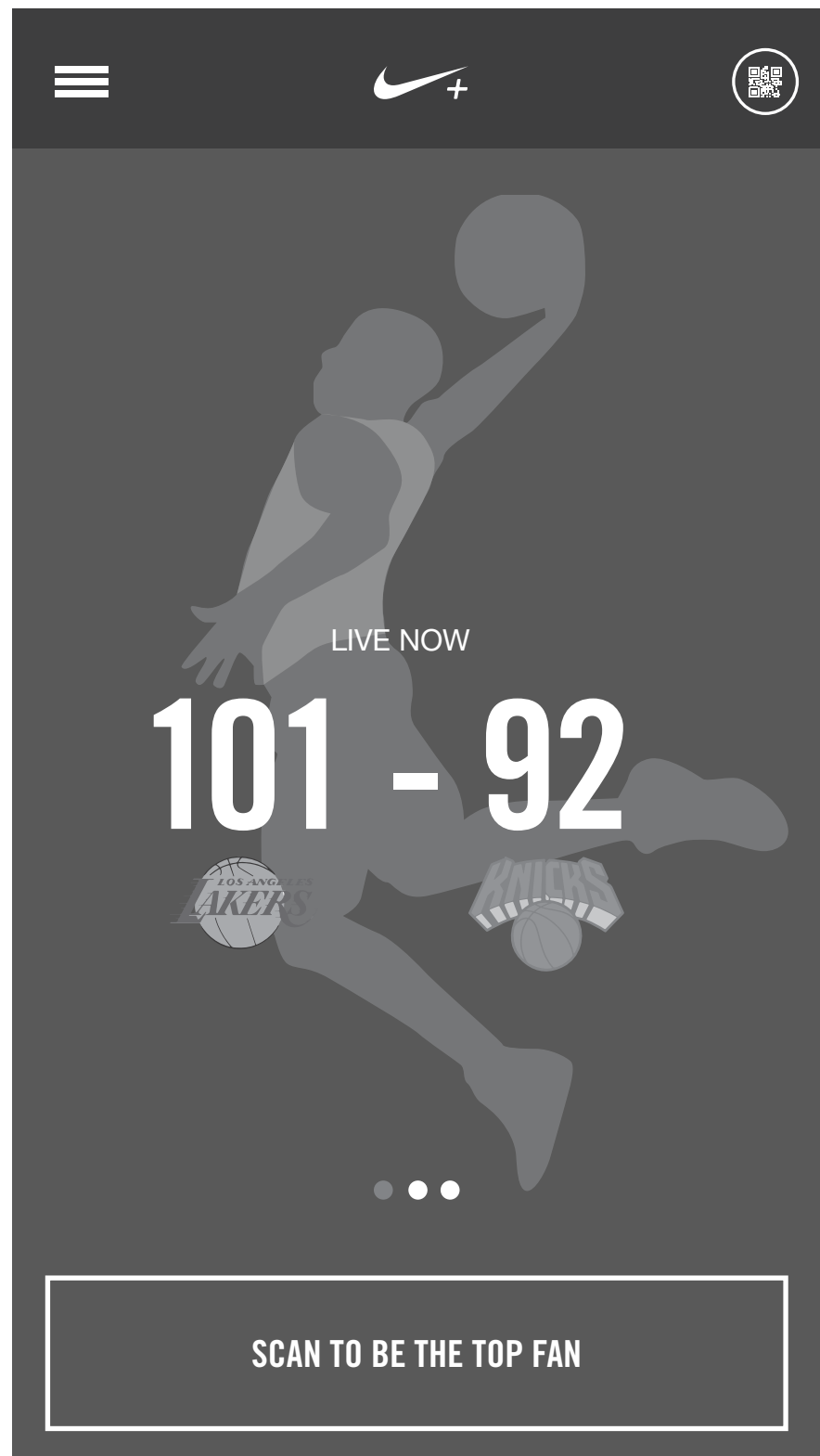
Basic Team Update
Messaging about scanning to see more
CTA to Scan & Check In

HOME COURT FULL
SCANNED BY OWNER



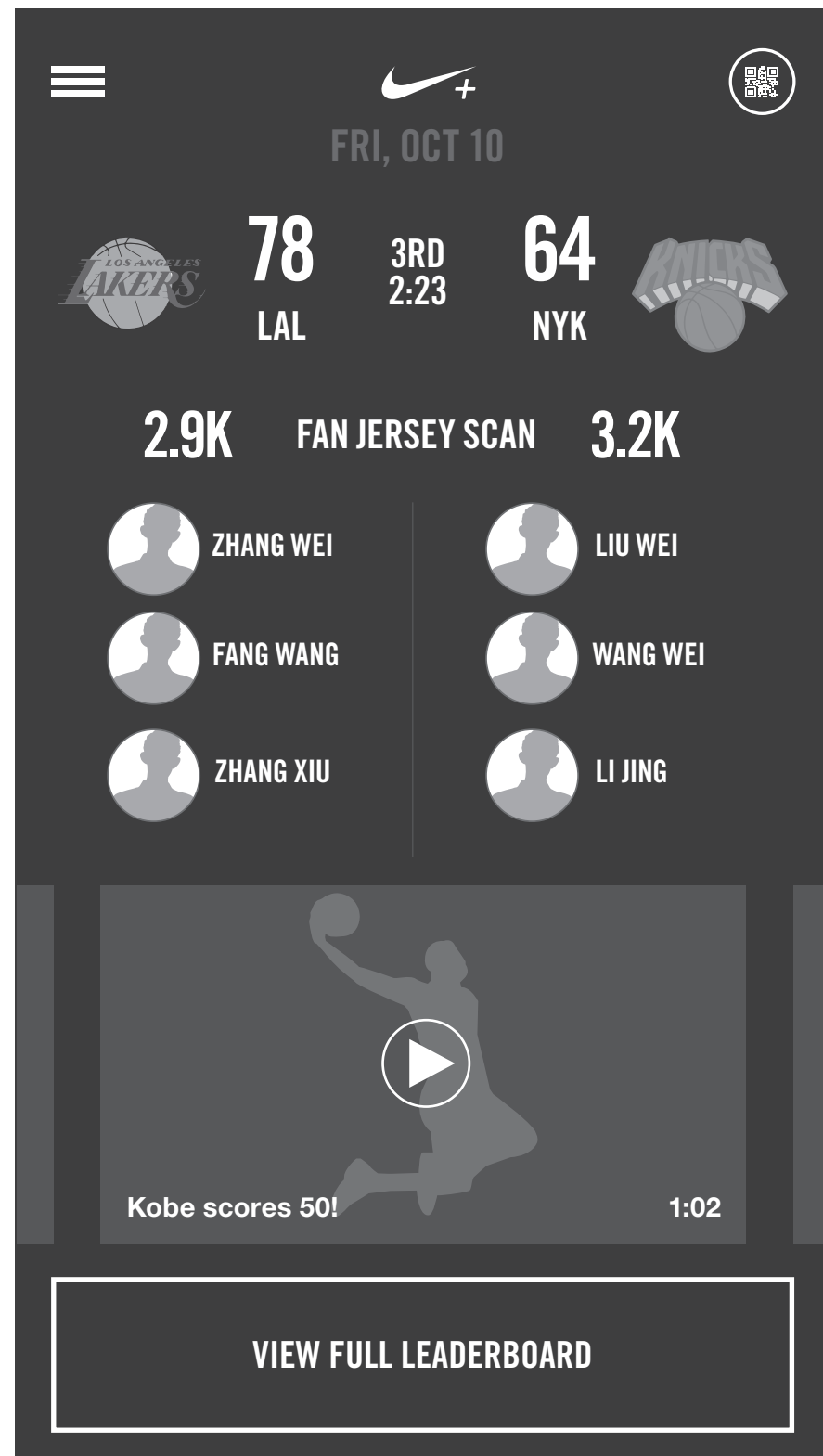
Full Team Update
Full Player Content
Jersey Leaderboard
Shop Gear
Social Content

HOME COURT LIVE
PRE-SCAN



Game Day match up
Player Update
Messaging about scanning to see more
CTA to Scan & Check In

HOME COURT LIVE
SCANNED BY OWNER



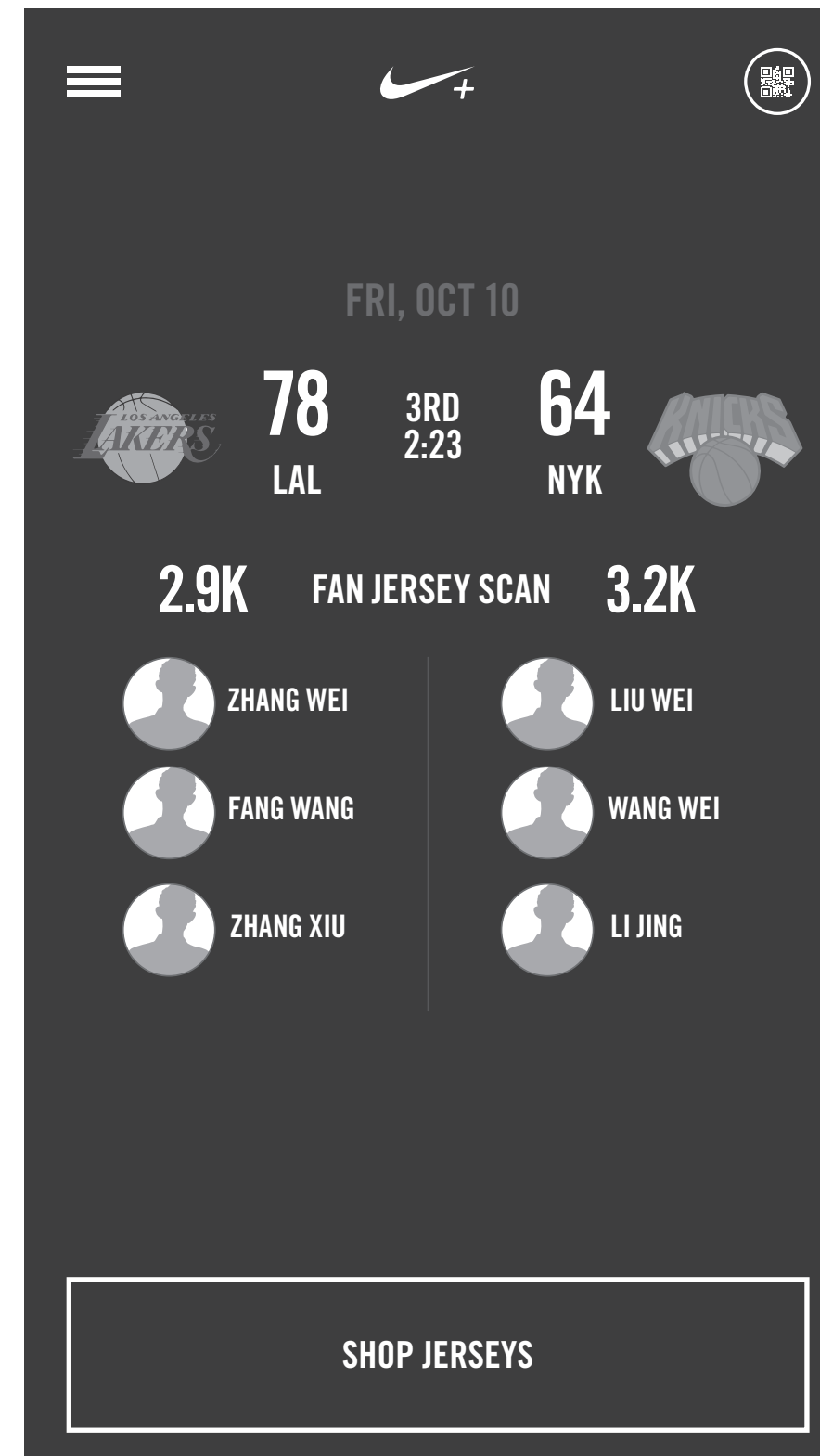
Game Day match up
Jersey Check in Stats
Jersey Leaderboard
Game Highlights
Player Highlights

HOME COURT BASIC
SCANNED BY NON-OWNER



Basic Jersey info
Messaging about buying jersey
CTA to Shop Jersey

HOME COURT LIVE
SCANNED BY NON-OWNER




Game Day match up
Jersey Check in Stats
CTA to Shop Jersey

MULTIPLE JERSEYS

HOME - PHASE 1

Navigation bar: Menu icon, Nike+, QR code.

RECENTLY VIEWED
KOBE BYRANT
#24



ALL JERSEYS

LeBron James #23

Kevin Durant #35

SCAN TO CHECK IN

HOME COURT BASIC

Navigation bar: Menu icon, Nike+, QR code.

LAST GAME


101 - 92








SCAN TO CHECK IN

HOME - FUTURE CHASE

Navigation icons: hamburger menu, Nike+, QR code.

RECENTLY VIEWED
KOBE BYRANT #24


ALL GEAR

- 
LeBron James #23
NBA Jersey
- 
Kevin Durant #35
NBA Jersey
- 
LeBron XVI
Basketball Shoes
- 
Nike Hyperdunk
Basketball Shoes
- 
Nike Connected
Basketball

SCAN TO CHECK IN

HOME COURT BASIC

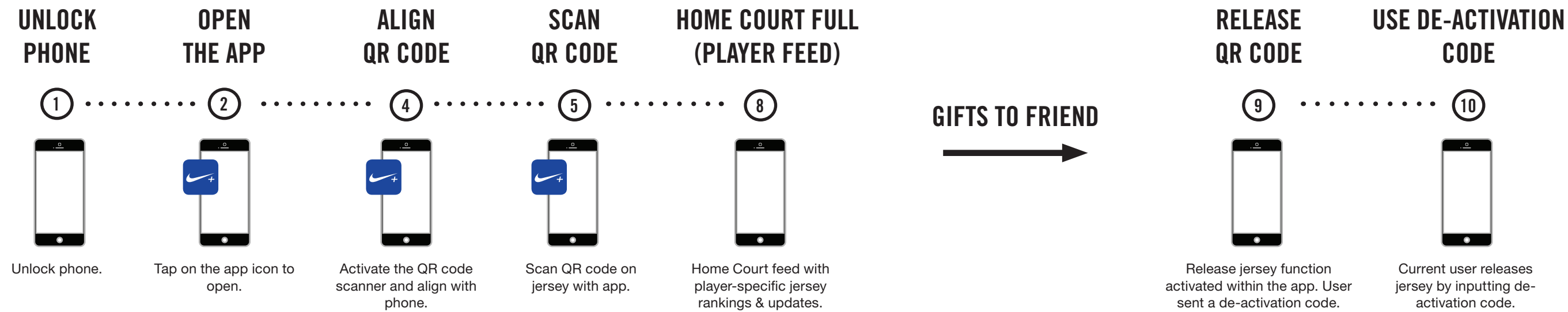
Navigation icons: hamburger menu, Nike+, QR code.

LAST GAME
101 - 92


SCAN TO CHECK IN

GIFT SCANNING FLOW

FIRST OWNER



SECOND OWNER ACTIVATES JERSEY

