



## ADIDAS MICOACH SPEED\_CELL FACT SHEET



<b>OVERVIEW</b>	Expanding on the adidas miCoach offerings, the <b>miCoach SPEED_CELL™</b> is an advanced accelerometer that captures 360 degree movement and measures performance metrics on the field and on the court. The miCoach SPEED_CELL's unique on-board memory stores data for up to seven hours and once an athlete finishes a workout or game, the device wirelessly syncs with the user's smartphone, tablet, MAC or PC and uploads performance stats.
<b>MEASURING PERFORMANCE METRICS</b>	<p>The miCoach SPEED_CELL measures:</p> <ul style="list-style-type: none"><li>• Time – per session and cumulative</li><li>• Distance – per session and cumulative</li><li>• Speed – maximum speed per session, fastest speed (personal record)</li><li>• Speed Zones – distance covered in each zone, high intensity</li><li>• Number of sprints</li></ul>
<b>DEVELOPMENT TEAM</b>	The miCoach SPEED_CELL was created by the adidas Innovation Team (aIT). Comprised of more than 70 members, aIT is the research and development group within adidas that develops cutting-edge technologies and concepts for footwear, apparel and hard goods.
<b>AVAILABILITY</b>	Starting December 1, the miCoach SPEED_CELL will be available at soccer and running specialty stores, sporting goods stores and shopadidas.com.
<b>PRICING</b>	The miCoach SPEED_CELL retails for \$69.99.
<b>COMPATIBLE FOOTWEAR</b>	The adizero soccer cleat powered by miCoach will be available starting December 1 with additional miCoach SPEED_CELL compatible footwear for basketball, football, soccer, tennis and running to launch in 2012.
<b>MEDIA CONTACT</b>	Michael Ehrlich (971) 234-2214 <a href="mailto:Michael.ehrlich@adidas.com">Michael.ehrlich@adidas.com</a>