

micoach elite:

a state of the art, real time, performance monitoring solution for elite teams.

The adidas miCoach Elite System is a cutting edge innovation that tracks on-field data in real time, helping teams attain and maintain peak physical performance in games and training.

Designed for professional soccer teams, miCoach Elite data analysis helps coaches and trainers better understand optimum levels of performance, player fitness levels and physical activity's impact on the body.

PROFESSIONAL'S VIEWS



Vicente Del Bosque,
Spanish National Team Coach

"Technology is becoming an increasingly important part of modern football. From the passes my players make to the distances they cover, real time data is set to become a vital element of modern coaching".



Kevin Hartman,
FC Dallas Goalkeeper

"As a goalkeeper you are always relied upon to make quick and informed decisions. The new miCoach Elite System allows you to learn and adjust your tactics by providing real time data about each player on the pitch".



Amobi Okugo,
Philadelphia Union Midfielder

"From the passes you make to the speed at which you run, the new adidas miCoach Elite System allows you as a player to change your style during the game and better understand the areas you need to develop during the course of the game".

- miCoach Elite System will **debut at the 2012 AT&T MLS All-Star Game on 25th July** in Philadelphia, marking the world's first "smart soccer" match.
- In development since 2010, the miCoach Elite System is the product of extensive research, science and cutting-edge technology development by adidas to create the most advanced system for elite teams across the globe.

- The system has been developed in close consultation and collaboration with many of the leading soccer coaches and clubs including multiple national teams and Real Madrid, AC Milan, Ajax and Bayern Munich as well as MLS teams including Seattle, Philadelphia and New York.

- 2010: Concept definition and market research
- 2011: Prototype - proof of concept - product development
- 2012: Development - testing - debut 25th July MLS All-Star - roll out: Q4 2012



KEY COMPONENTS:

miCoach Elite System consists of five key components. These components are integrated seamlessly to provide one of the most advanced physiological monitoring and management systems available. The components include:

- 1 MICOACH ELITE PLAYER_CELL**
A small sensing device that captures key metrics of athletic performance including speed, distance, heart rate, acceleration, power and position. It transmits data to a base wirelessly over the range of a full size playing field.
- 2 TECHFIT ELITE**
An advanced custom made base layer which tracks heart rate through integrated sensors. It is designed to comfortably fit the PLAYER_CELL without interference to training or game play.
- 3 MICOACH ELITE BASE**
A rugged, water resistant and portable receiver that collects data from PLAYER_CELL and relays it back to an iPad in real time.
- 4 MICOACH ELITE DASH**
A native iPad app for live monitoring via WiFi connection to the base. It provides real time data and allows trainers and coaches to view the performance of athletes across multiple metrics. The data from the miCoach Elite System will add another layer of interactivity to the fan in-stadium experience.
- 5 MICOACH ELITE WEB APPLICATION**
Allows post analysis of training and games on-line through a customized and secure web space. Data gives insight into an athlete's metrics produced during training and games. Users can load player data for tracking and performance analysis through customizable tools and shareable reports.



THE SYSTEM MEASURES:



Power



Heart rate



Speed



Acceleration



Distance covered

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