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**99g Boot**

**Q&A with Antonio Zea - adidas innovation director - AIT**

1. ***What exactly is the 99g boot?***

The 99g boot is a revolutionary new product that has been created by adidas in our speed range, adizero, and is the lightest football boot ever produced weighing 99g.

1. ***What materials have you used to create these boots that make them so light?***

This is actually the first time we have used a textile composite material on the outer layer which has allowed us to reduce weight. The 1mm thick outsole, made from a high-spec polyamide material, also reduces weight but maintains the rigidity of the boot needed to perform at the highest levels. We have also reduced and removed any non-essential materials, especially in the heel, linings and materials between the different layers of the boot. The new stud layout ensures the fastest possible movement in all directions while playing. Put simply, we’ve reduced the boot to its essential elements which allows for the greatest possible reduction in weight whilst maximising performance, similar to what designers do with a Formula 1 car.

1. ***When will this product be made available to the public?***

The current plan is to have the adidas 99g boot fully developed by 2015 when a limited number will be available to fans.

1. ***What was the rationale behind creating it?***

adizero players base their games around speed so we wanted to create a lightweight boot that would give them a physical and psychological advantage on the pitch. These players strive to be light on their feet and quick off the mark so any reduction in weight will make a difference to them performing at the highest level. It’s always been our commitment, both as a brand and to the players who use our products, to be at the cutting edge of technology in football.

1. ***What sort of testing has gone into this product?***

The key for us was to ensure the boot could perform at the highest level in real-life situations so we have worked and developed the product with the help of grassroots players. Every single one of the new materials that have been incorporated into the design has been rigorously tested in match scenarios and we look out for potential damage such as tear strength and abrasions. This boot is no different to any other we produce and has been through the same tests as all other adidas products.

1. ***Where do you think boot technology will go in the future?***

Football boots will continue to focus on speed and we are looking at and testing new lightweight materials that allow players to be faster than ever before. However, we always have to be conscious that football is an extremely demanding sport and players have other requirements as well such as energy, power and stamina. We want adidas to remain at the cutting edge of football boot technology and we will look to continue pushing boundaries and changing the game just as we did with replaceable studs in 1954, the Predator boot in 1994, and the f50 in 2010.

**630g Kit**

**Q&A with Antonio Zea - adidas innovation director - AIT**

1. ***What exactly is the 630g Kit?***

It’s a full adidas team kit that weighs only 630g and includes shirt, shorts, socks, shin pads and boots. The cutting edge design will change the way football is played and is fully integrated with the miCoach Elite team system.

1. ***Is it purely conceptual or will it be produced en masse?***

The 630g Kit is conceptual and at the moment we haven’t set a date for it to be available to fans. However we are looking into making it a reality for football fans around the world so it could potentially be available for retail in 2015 or 2016.

1. ***What makes the kit so lightweight?***

The main material we’ve used to create the kit is PES (polyester). The shirt’s base layer is constructed to give players maximum freedom of movement but also tight enough to house the miCoach Elite team system. It needs to be close enough to the body to measure heart rate through integrated sensors in the shirt and also to hold the player pod on the player’s neck. The panels are also ergonomically placed to help work with the kit’s clima technologies. Then we have the outer layer which is an extremely lightweight fabric designed for maximum breathability through its mesh formation. The idea is that the fabric needs the frame to support the shape of the garment because, without the frame, the fabric would lack any sort of form.

The shorts are made from a four-way stretch fabric and it has been woven to give a natural pin hole in the structure. This ensures the shorts offer players breathability as well as durability and stretch for increased freedom of movement.

The sleeve sock has been designed to be the lightest ever but also to guarantee a certain amount of compression. The design includes a lightweight shinguard carrier and reduces the weight of the sock whilst keeping a uniform look.

1. ***What was the rationale behind creating it?***

The idea behind the 630g Kit essentially came from the thinking that we wanted to make the outer layer more integrated with the new technical base layer. However we also wanted to ensure that the design retained a high impact, visual look. As a result, we decided that we could make the base and outer layers totally separate components. The base layer could be designed to incorporate the miCoach Elite team system and the outer layer only needs to carry name, numbering and the branding. If you strip the detail down, the outer layer becomes a bib to differentiate between teams but on a much bigger and more scientific scale.

1. ***Apart from the kit being incredibly light, how is it better than ‘normal’ kits?***

The whole idea was to make the kit better in the first place and to do that we have made the technical base layer the key component. The outer layer now just becomes the visual part of the kit, whereas the base layer offers all the benefits without being hindered by any technical issues. When these two layers work together, players will not only purely benefit from being quicker on the pitch. With the integrated miCoach Elite team system, coaches will be able to make decisions based on immediate analysis that could prevent players from overstraining and suffering injury.

**miCoach Elite team System**

**Q&A with Matthew Hymers - adidas Project Manager - Team Sports**

1. ***What is the adidas miCoach Elite Team system?***

The new adidas miCoach Elite Team system is the latest advancement in performance monitoring, measuring essential physiological data of a team in real time and sending it straight to a coach’s tablet on the side-line. The state of the art system measures everything from power, speed and distance to heart rate, acceleration and field position, allowing key insights into player performance and work rate, helping teams achieve and maintain peak physical performance.

1. ***How is this being used currently?***

It is currently being used by all MLS teams and we have worked closely with Italian giants AC Milan as a development partner. The German National team is currently using the miCoach Elite team System and incorporating it into their World Cup preparations for 2014.

1. ***Who else has been testing it aside from the German National Team?***

The system has gone through rigorous testing and we have worked with coaches such as Jose Mourinho to ensure that it meets the requirements of elite coaches. We have also worked with Ajax and AC Milan as well as the majority of MLS sides in the development of this product. We worked with a number of elite teams outside of football, taking lessons from rugby, Aussie Rules and the NBA to ensure that the feedback provided to coaches is relevant and benefits from all-round cutting edge performance.

1. ***Is the product just targeted at Clubs? Can it be used by grassroots coaches?***

The main focus of this product is for elite teams at this stage, but we are looking to develop a system that can be made applicable to all levels of football.

1. ***How will this help coaches to improve players?***

Every single team is looking for an edge over its competitor. At the elite level even the slightest edge can have a huge effect on performance. The miCoach elite team system not only provides real-time insights during training, but tracks total training impact and benefits, collects and manages data and is highly portable. As a result, all this information can be used to get more out of a team. We have created the system to provide the information that coaches really need, and have displayed it in a way that is immediately useful.

**adidas Smart Ball**

**Q&A with Christian DiBenedetto - adidas senior innovation director**

1. ***What is the adidas Smart Ball?***

The adidas Smart Ball is a culmination of three years development and is a ball that uses built-in sensors designed to improve technique, power, spin and accuracy through coaching. The sensors track the ball’s movement and send the information back to the player through the smart ball app on their phone.

1. ***Is the product targeted at clubs or the general public?***

The adidas Smart Ball has been created for all football fans. Very few children are taught how to kick a ball properly and we want to give people the opportunity to learn more about the fundamentals of the game and to have fun while improving.

1. ***How has this product been tested and how indicative is it of a real match ball?***

The adidas Smart Ball is a standard 32 panel thermally bonded ball so aerodynamically no difference at all. The outside is made in exactly the same way as any standard high performance adidas ball. Balls with the electronic housing suspended inside have been tested to ensure there is no effect on ball flight, foot contact and bounce.

1. ***Is there a full outline of all the parameters that the ball tracks and how these figures will be helpful to players and coaches?***

There are six key areas that the adidas Smart Ball app tracks:

* Launch Speed
* Spin Rate
* Spin Axis
* Trajectory
* Ball/Foot contact location
* Bend

The results of these six areas are then fed into the adidas Smart Ball app and players can understand the true performance of their kicks and how to improve their technique.  The player will also be able to analyse the results after every kick to accelerate their learning and become a better player.

1. ***What will the adidas Smart Ball app offer to players?***

The digital Smart Ball app is built around four main sections which gives the user a variety of formats to play with.

* The first is an open kick mode where the app analyses kicks for speed, bend, impact location and trajectory.
* The second is based around training and focuses on improving the kicking skills of the user from basic ball skills to techniques such as advanced bend and no spin kicks.
* The app also has three challenges for one or two players; Power kick, Free Kick, and Pro Challenge. In the Pro Challenge, users match the trajectory and speed of a kick from a professional football player.
* Finally, the app has a Record Book which saves the top ten daily bend and power kicks as well as any kick that has been selected by the user as a favourite.

The app also provides videos featuring professional players, which provide tips and insights.

1. **What mobile platforms is the app optimised on?**

The app is currently available on IOS and fans can download the app on their iPhone, iPod touch

1. **Are there plans to develop further products like this in the future?**

There are a lot of great ideas and innovations in the pipeline and we look forward to sharing them with you in the near future.