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**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.