**adidas ANNOUNCES micoach x\_cell
DIGITAL trAINING technology**

*First System to Evaluate, Train and Improve
Jump Height, Cut Quickness and Reaction Time*

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| **OVERVIEW** | The newest digital training innovation from adidas, miCoach X\_Cell is the first system to provide programs to measure jump height, cut quickness and reaction time to help athletes improve their game.miCoach X\_Cell enables competitive athletes to achieve their physical potential by providing elite, professional-level training and insight through real-time performance metrics and coaching. The miCoach X\_Cell digital training experience does not require specific footwear or apparel, making it versatile across multiple sports. |
| **PERFORMANCE METRICS****HOW IT WORKS**  | miCoach X\_Cell is the first to measure the following key performance factors in one device:* Vertical leap
* Quickness
* Acceleration bursts
* Hustle
* Heart rate
* Worn on a chest strap or clipped to the waistband of shorts and similar in size to a typical heart rate monitor
* Measures the forces generated through training or competition to provide specific metrics for key performance factors
* Uses Bluetooth to transfer data to companion miCoach Multi-Sport mobile app
* Computes the data and provides the user with specific direction to improve key performance factors
* Allows athletes to tailor their training regimen using personal performance data and includes daily progression workouts, power-up and training drills via the app
* Evolves with the athlete to provide ongoing improvements and refreshed features and benefits through regular enhancements and updates to the app
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| **AVAILABILITY** | adidas miCoach X\_Cell is available now for $69.99 at [www.adidas.com](http://www.adidas.com). The miCoach Multi-Sport app is currently compatible with iOS, with Android compatibility expected early next year. |
| **FOR MORE INFORMATION** | For more information, visit [news.adidas.com](http://www.news.adidas.com), [facebook.com/adidas](https://www.facebook.com/adidas) and [@adidasUS](https://twitter.com/adidasUS) on Twitter and Instagram or contact: Madeline Breskin, adidas Public Relations, p: 971-234-2220, m: 971-295-6936, Madeline.Breskin@adidas.com |

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