

ADIDAS MICOACH X_CELL - THE FACTS

Adidas launched the miCoach X_CELL in September, a brand new sports monitoring device designed to help athletes improve physical explosiveness. By measuring the forces an athlete generates in competitive games & training scenarios it gives unique insights to performance thereby enabling athletes to train smarter and get the edge over their opponents.



THE DEVICE: Weighing only ~22g (including battery), the X_CELL measures 66mm x 38mm x 14mm and is worn on a chest strap or waistband clip. It does not rely on compatible apparel or footwear, making it easy for an athlete to use across multiple sports.

IN GAME DATA: Recording every offensive and defensive move made in game, the miCoach X_CELL measures vertical in in/cm, left-right cut quickness and forward acceleration in G/sec, overall game hustle in G/min and heart rate (to capture heart rate the X_CELL needs to be worn with the chest strap). Recorded data is uploaded wirelessly to the free miCoach MultiSport smartphone app where a detailed performance breakdown for every minute of competitive play is presented allowing for in depth analysis and game to game comparisons.

REAL-TIME FEEDBACK TRAINING: In addition to recording data in game, the miCoach X_CELL can also be used in a training scenario where it provides instant feedback for specific drills: Jump, Cut and Reaction. A study on jump height showed that by receiving instant feedback while repeatedly executing the drill athletes can improve faster as the brain is trained to understand the impact of changes to jump style when data is fed back to the user immediately.

The miCoach X_CELL also doubles as a conventional heart rate monitor and can be used for efficient cardio endurance training.

THE TECHNOLOGY: The X_CELL uses a tri-axial accelerometer and magnetometer to measure the forces generated by direction and determines jumps, forward and sideways acceleration. It transfers data wirelessly over Bluetooth Smart (BT 4.0 LE) to the compatible mobile app and can store up to 7 hours of game data at one time. The X_CELL uses a standard CR2032 coin cell battery which will last for ~5 months usage based on 5 hours usage per week.

AVAILABILITY: The miCoach X_CELL will be released in September with a RRP of €69.99. The companion multisport app is available on iOS and can be downloaded free from the app store. [Android to follow at a TBC date]

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For further media information please visit <http://news.adidas.com/GLOBAL/PERFORMANCE/miCoach> or contact:

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Notes to editors:

About adidas miCoach

miCoach is a digital interactive training solution and a free service for anyone who trains for sport, fitness and fun. Bringing the knowledge and experience of adidas' elite coaching partners to the masses, miCoach provides users with real-time coaching and all the tools they need to track performance and monitor progress to get the results they want. The breadth of the offer includes a free to access web platform and training community with hundreds of free training plans, free mobile apps on iOS, Android and Windows Phone 8 as well as a comprehensive range of devices for tracking all aspects of performance, both in game and in training. Visit www.micoach.com.