

A photograph of three runners (two men and one woman) running on a city street at night. The man in the foreground is wearing a blue and black athletic shirt and black shorts, with a smartwatch on his left wrist. The woman in the background is wearing an orange sports bra and black leggings. The scene is lit by city streetlights, creating a dynamic and energetic atmosphere.

micoach



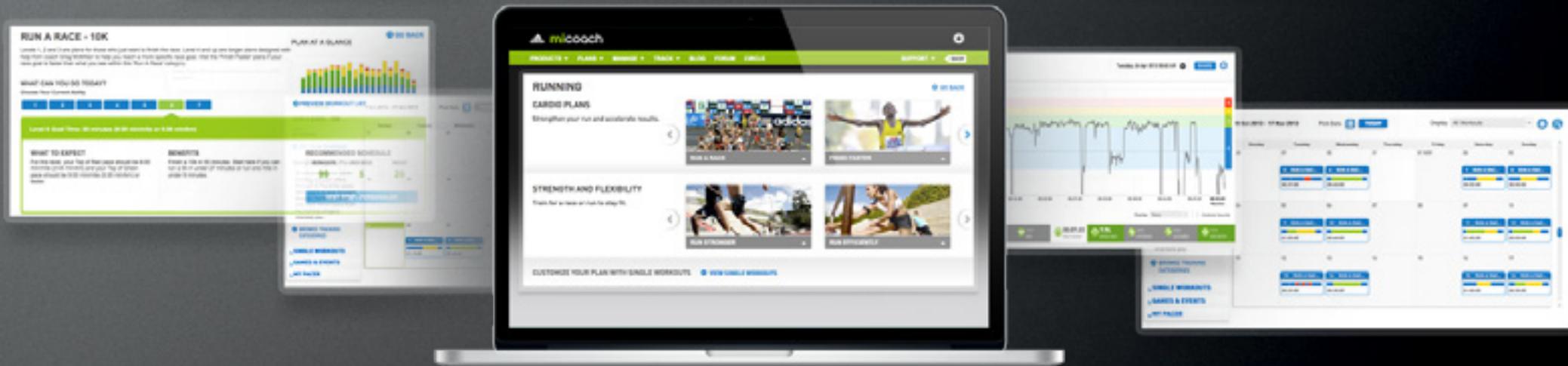
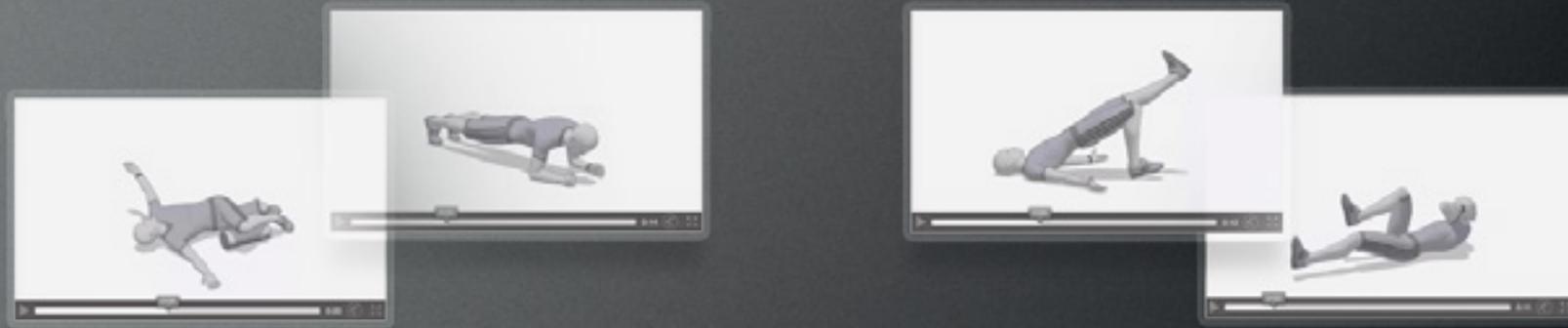
get fitter
faster

Whatever your goal, stay motivated, have fun and train for success with miCoach



OVERVIEW

miCoach is an interactive training service for anyone who wants to train for their favorite sport, general fitness or just for fun. 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 miCoach 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.



HOW MICOACH COACHES

miCoach offers both **CARDIO** plans and **STRENGTH & FLEXIBILITY** plans to improve strength and power, speed and agility and flexibility. Together, these plans provide the full range of training needed.

miCoach uses a unique form of interval training for **CARDIO** workouts, varying the intensity of activity according to four personalized training zones (blue, green, yellow, and red — where each color corresponds to an effort). miCoach uses different combinations of the four zones to create varied, complete, and personalized workouts.

STRENGTH & FLEXIBILITY workouts help athletes shape and tone, boost power, and increase strength and endurance. On miCoach.com guidance is provided through more than 400 animations with supporting content. Guides include workouts with weight, repetition and circuits.



miCoach **SMART RUN**

SMART RUN is an all-in-one running device that includes wrist based heart rate measurement, GPS, Bluetooth® audio for music and voice coaching, WLAN for wireless sync to miCoach.com and, a colour touch screen.

Connecting to miCoach.com, runners can easily create training a plan, or choose from hundreds of free ready to use training plans, as well as configure what data they want to see on their SMART RUN watch screen as they train.

For more information visit <http://micoach.com/smartrun>



reddot award 2014
best of the best

SMART RUN FEATURES:

- Real-time continuous heart rate measurement from the wrist.
- GPS for pace, distance & route logging.
- In-built accelerometer for stride rate measurement.
- WLAN sync with miCoach platform for training planning and history/life time stats tracking.
- TFT LCD Color screen.
- Simple and intuitive touch screen navigation.
- Bluetooth® audio for music & coaching.
- Customizable training data screens.
- Strength & flexibility coaching videos.
- Watch and timer function.
- Manual and automatic laps.
- Over the air feature updates.
- 4GB data memory for music and workouts.



TECH SPEC:

Materials:	Soft touch silicon strap, stainless steel bezel, buckle and detailing, magnesium backplate.
Display:	1.45" full color transfective TFT LCD, 184px x 184px with capacitive touch
Sensors:	GPS, accelerometer, Mio continuous optical heart rate
Platform:	Android Jelly Bean 4.1.1
Battery:	410mAh lithium ion, charging time ~ max 4 hrs Usage ¹ : Training mode with music: up to 4hrs Marathon mode without music: up to 8hrs
Data Memory:	4GB (3GB dedicated to music)
RF Protocol:	Bluetooth® 4.0, WLAN
Weight :	80.5grams
Size:	width 48.4mm, height 15.6mm, length (w/strap) 263.1mm



¹Battery life will vary based on user settings and usage environment

miCoach FIT SMART

With Mio wrist based heart rate technology, FIT SMART provides simple to understand visual coached guidance for workout intensity to keep you on track, motivated and training smarter and more effectively.

Featuring an integrated accelerometer tracking pace, distance and stride, and syncing wirelessly with miCoach TRAIN AND RUN app, FIT SMART is an ideal tool for runners and fitness enthusiasts alike.



TECH SPEC:

Materials:	Soft touch silicon strap
Display:	17 x 11 LED matrix
Sensors:	Accelerometer, Mio continuous optical heart rate
Battery:	200mAh lithium ion, charging time ~3 hours
Battery Life:	Up to 5 days on single charge, 1 hour workout per day ¹
Data Memory:	up to 10 hours workout data
RF Protocol:	Bluetooth® 4.0 (Bluetooth Smart), 2.4GHz
Weight :	~ 47 / 50g (Small/Large)
Size:	width 34mm, height 12.17mm, length 184 / 207mm

¹ Battery life between charges varies based on display settings, usage of watch functions, type of workout and length of workout per day



miCoach TRAIN AND RUN

One of the most comprehensive health and fitness apps available, miCoach TRAIN AND RUN brings cardio and strength + flex guidance and tracking to your mobile handset.

Choose and personalise your training on miCoach.com and, by using your phone's in-built GPS to track your speed and distance, you'll get voice coaching from your favorite sport stars to keep you in the zone throughout your cardio workout. Connect a miCoach Heart Rate Monitor and / or SPEED_CELL to compatible handsets and you get even more detail about your workouts, with real-time coaching indoors too.

For strength + flex workouts, over 400 motion captured animations show you how to execute each movement to perfection. Workouts are built in reps and circuits and designed by Team Exos, coaches to elite athletes and numerous #1 draft picks.

For more information visit <http://micoach.com/mobile>



Download the app: <http://www.micoach.com/apps>





HEART RATE SENSING APPAREL

adidas heart sensing apparel works with the miCoach heart rate monitor or X_CELL to comfortably sense heart rate and transmit it wirelessly to your miCoach mobile app.

The smart apparel incorporates special sensing fibers so you can get the benefits of heart rate coaching without a strap. Simply snap in the adidas miCoach heart rate monitor or X_CELL and sync your data with your miCoach mobile app.

miCoach HEART RATE MONITOR

Worn with a soft textile chest strap, the miCoach HEART RATE MONITOR transmits heart rate data in real-time to any compatible Bluetooth® Smart capable device and is an extremely accurate way to measure workout intensity.

Use it with the miCoach TRAIN AND RUN mobile app for real-time coaching based your body's cardiac response.

TECH SPEC.

Power:	Replaceable CR2032 lithium battery
Battery Life:	>6months use.
Weight:	19.5g (without strap)
Size:	63.0mm L x 38.0mm W x 10.5mm H
RF Protocol:	Bluetooth 4.0® (Bluetooth Smart), 2.4GHz
Range:	~2.5 m (dependent on receiver unit)

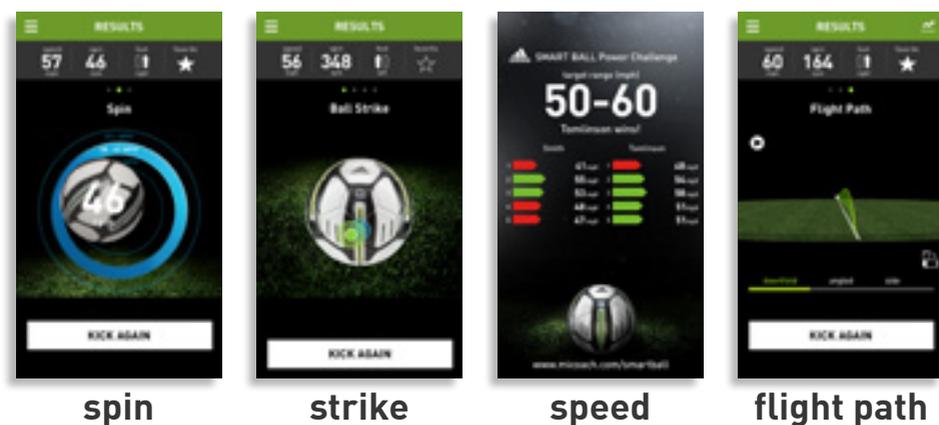
For more information visit <http://micoach.com/hrm>



miCoach SMART BALL

A training tool for place kicks, the miCoach SMART BALL is a size 5 32 panel soccer ball. An integrated sensor package records strike point, speed, spin and trajectory when you kick the ball.

Kick data is sent instantly back to a companion iOS app, over Bluetooth® Smart, enabling users to perfect their technique for power, bend and knuckle balls.



TECH SPEC.

Materials:	PU, Butyl bladder
Power:	Lithium Ion Polymer Rechargeable Battery
Battery Life:	~2000 kicks, ~1 week of standby.
Charging time:	~1 hour, induction charging stand
Weight:	<445g
Size:	Standard size 5, 22cm diameter
RF Protocol:	Bluetooth® Low Energy (BLE 4.0) 2.4GHz
Range:	~10m

For more information visit <http://micoach.com/smartball>





miCoach **MULTI-SPORT**

Doing the work of a coach on the sidelines, miCoach MULTI-SPORT provides unique insights to your form.

Upload performance data captured with the SPEED_CELL and / or X_CELL, every minute of your game is visualized and your performance profiled so you can focus your training more effectively. The App also includes guidance for short workouts to help improve speed, quickness, vertical and more.

For more information visit <http://micoach.com/multisport>



Download the app:

<https://itunes.apple.com/en/app/micoach-multi-sport/id649765045>



**ISPO AWARD
GOLD WINNER**
2014/2015

miCoach X_CELL

Capturing every offensive and defensive move made in game, the miCoach X_CELL measures vertical in/cm, left-right cut quickness and forward acceleration in G/sec, overall game hustle in G/min and heart rate.

For competitive play: on board memory stores recorded data for post-game wireless upload to the miCoach MultiSport app.

For training: X_CELL delivers real-time feedback on jump height, cut quickness and acceleration and is an effective tool to accelerate performance gain. It can also be paired with the miCoach Train & Run app as a heart rate monitor.



TECH SPEC.

Power:	Replaceable CR2032 lithium battery
Battery Life:	~5 months (5 x 1h workouts per week)
Data Memory:	up to 7 hours of game data
Weight:	~22 g (without strap)
Size:	66 mm x 38 mm x 14 mm
RF Protocol:	Bluetooth® Smart (Low Energy - BTLE), 2.4GHz
Range:	~2.5 meters (dependent on receiver unit)

For more information visit http://micoach.com/x_cell

miCoach SPEED_CELL

miCoach SPEED_CELL can be clipped to your laces or placed in the mid-sole cavity of compatible adidas shoes and tracks 360° speed and distance performance data.

For competitive play / running: on board memory stores recorded data for post-game wireless upload to the miCoach MultiSport app.

For training: SPEED_CELL can be paired with the miCoach Train & Run app to enable indoor speed and distance as well as stride rate information.



TECH SPEC.

Power:	Replaceable CR2032 lithium battery
Battery Life:	~5 months (5 x 1h workouts per week)
Data Memory:	up to 7 hours of game data
Weight In-Shoe:	<9g (incl. battery)
Size In-Shoes:	35.0mm L x 24.8mm W x 8.1mm H
Size with Lace Clip:	44.8mm L x 29.2mm W x 13.5mm H
RF Protocol:	Bluetooth® Smart (Low Energy - BTLE), 2.4GHz
Effective Range:	~2.5m in lace position (dependent on receiver)
Calibrated Accuracy:	Walk 97%, Jog 98%, Run 97%

For more information visit http://micoach.com/speed_cell



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.



Power



Heart



Speed



Acceleration



Distance

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To find out more visit www.micoach.com

