

**EMBARGOED UNTIL 8:30 a.m. PST, JULY 9, 2014**

### adidas unveils NEW fit smart device at The wearable technologIES conference 2014

**Wrist-based workout intensity training technology enhances brand’s robust miCoach digital fitness ecosystem**

**SAN FRANCISCO, July 9, 2014** –adidas today announced the latest addition to its growing miCoach digital fitness ecosystem in a keynote address delivered by Paul Gaudio, general manager of digital sports at adidas, at the Wearable Technologies Conference 2014 in San Francisco. FIT SMART, designed for athletes of all levels, is a workout intensity training device that measures heart rate, calories, pace, distance and stride rate, all from the wrist.

Marrying clean and simple design lines with an intuitive user experience, FIT SMART is engineered to become an essential piece of any fitness enthusiast’s training gear. FIT SMART offers unparalleled comfort and fit with a soft touch silicon strap. A distinct LED light array provides at-a-glance visual guidance on the user’s current workout intensity presented in color zones: blue, green, yellow and red. Vibration and visual prompts provide feedback and coaching so the user can make the most out of every workout.

Intended for those seeking meaningful guidance and feedback, FIT SMART works with an all-new mobile app experience aimed at helping people set and reach weekly goals, as well as commit to longer term training plans. Weekly goals are a key feature update in the upcoming August release of the popular miCoach Train and Run app and uniquely combine the effectiveness of heart rate-based training with the flexibility and motivational benefits of short-term attainable goals.

“Setting weekly goals initiates a change in mindset that results in much more successful personal training,” said Mark Verstegen, president and founder, at EXOS\*. “Who we are and how we perform are direct reflections on our existing habits, so much that 90% of our daily actions run from our sub-conscious. Creating weekly goals allows you to create winning rituals, which become new habits in weeks. In training terms, you are behaviorally upgrading your operating system and this builds your confidence and courage to be relentless in finding ways to continually upgrade yourself and your performance in the direction of your goals.”

FIT SMART stores up to 10 hours of workout data and syncs with the miCoach platform using Bluetooth Smart via the miCoach Train and Run app on the user’s mobile phone. From the app the user can customize wristband settings as well as access hundreds of free training plans created in partnership with the elite coaches at EXOS.

“We are always working closely with athletes to understand their needs and bring meaningful performance innovation that helps them be their best,” said Paul Gaudio, general manager of digital sports at adidas. “FIT SMART is the next step in making elite level sports science and wearable technology available to every day athletes and people who are just looking to look and feel better.”

Gaudio continued, “We believe FIT SMART is more than a credible and effective training tool. It is also a real difference maker for people looking to get active and stay active. It works because it measures what you do against the weekly goals and personalized training plans to turn your workout data into action and results.”

Available in black and translucent white in two sizes, FIT SMART will retail for $199. The product will be released in late August. In the U.S., FIT SMART will be offered exclusively at leading Best Buy locations and at [bestbuy.com](http://bestbuy.com/), with availability to follow a few weeks later at [adidas.com](http://adidas.com/), adidas Sport Performance stores and other leading retailers.

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**Notes to Editor:**

**About adidas miCoach**

miCoach is a digital training service for anyone who wants to train for his or her favorite sport, general fitness or just for 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.](http://www.micoach.com)

**\*About EXOS (formerly Athletes' Performance / Core Performance)**

EXOS partners with adidas to provide coaching methodology and training content for the miCoach ecosystem. Together, adidas and EXOS have been helping athletes of every level elevate their game for over a decade. EXOS has worked with many adidas athletes and teams globally, including all-stars in the NHL, MLB, and MLS. Founded in 1999 to maximize the potential of athletes, EXOS designs and delivers health and performance game plans that guide people to achieve higher levels of success. With world-class partners, facilities, technologies, and specialists spanning six continents, EXOS is progressing the intelligence behind human performance wherever necessary. To learn more, visit [www.TeamEXOS.com](http://www.TeamEXOS.com).

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