**ADIDAS MICOACH ELITE SYSTEM**

**FACT SHEET**



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| **OVERVIEW** | 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 level of performance, player fitness level** and **physical activity’s impact on the body**. |
| **HOW IT WORKS** | The micoach Elite System includes a **small data pod that fits into a player’s base layer** in a protective pocket on the back between the shoulder blades. As the player competes or trains on the field, **data is transmitted wirelessly** to a central computer and **instantly readable from the sideline** on a coach’s iPad. |
| **PERFORMANCE METRICS** | The micoach Elite System provides coaches with real-time performance metrics including:   * **Power** * **Intensity** of play * **Speed** * **Distance** covered * **Acceleration** |
| **SYSTEM COMPONENTS** | The micoach Elite System includes:   * Small **data pods** for every player * TECHFIT elite **base layers** to hold the pod to the athlete * A base station **central computer** placed on the sideline * The **micoach Dash app** readable on an iPad * A secure **online application** for post analysis |
| **TESTING & DEVELOPMENT** | adidas **collaborated with top clubs and coaches around the world** to develop and test the micoach Elite System including Major League Soccer, Real Madrid, AC Milan, Ajax, Bayern Munich and multiple national teams. |
| **ON FIELD DEBUT** | The micoach Elite System will **debut at the 2012 AT&T MLS All-Star Game on July 25** in Philadelphia, marking the world’s first “smart soccer” match |
| **FOR MORE INFORMATION** | Visit <http://news.adidas.com/US> |

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