**ADIDAS MICOACH DIGITAL INNOVATION**

**FACT SHEET**

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| **OVERVIEW** | **adidas micoach** is leading **digital sports innovation** and changing the way athletes, coaches and fans use performance data. Through a **range of devices and software**, adidas micoach sets a new standard for capturing, evaluating and sharing performance data during training and competition. |
| **MICOACH PRODUCTS** | The micoach product range includes both devices and software to help athletes and teams take their game to the next level, including: |
| **MICOACH** **ELITE SYSTEM** | The **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. The system monitors intensity of **play, speed, distance covered** and **acceleration** and data analysis helps coaches and trainers better understand **optimum level of performance**, **player fitness levels** and **physical activity’s impact on the body**.  |
| **MICOACH** **SPEED\_CELL** | The **micoach SPEED\_CELL** isthe first device to **capture information from motion in every direction** to measure speed, distance and time. An advanced accelerometer, the micoach SPEED\_CELL **sits inside a specially designed cavity in the outsole of adidas footwear** to work seamlessly with the athlete’s equipment.  |
| **MICOACH.COM** | **micoach.com** isan interactive, online training platform developed to motivate, inspire and enable athletes to reach their training goals, regardless of skill level. On micoach.com, athletes can **build specific training plans**, **track performance** and **share progress** with friends. |
| **MICOACH** **MOBILE** | **micoach Mobile** isthe free app for iPhone, Blackberry and Android devices that uses GPS for active, real-time pace-based coaching and location tracking. |
| **MICOACH** **CONSOLE GAME** | The adidas **micoach console game** for Kinect and PlayStation Move brings a more technical, sports-training approach to console fitness games. Set to release later this summer, the micoach console game boasts **full motion-controlled support** and **full optical body tracking**. The game allows players to **train alongside their favorite athletes** with more than 400 exercises dedicated to optimizing fitness levels for specific sports activities.  |
| **MICOACH** **PACER** | **micoach Pacer** combines multiple devices for real-time digital coaching, interactive training and post-workout analysis of pace, distance and stride rate. |
| **FOR MORE INFORMATION**  | Visit <http://news.adidas.com/US> and [www.micoach.com](http://www.micoach.com)  |

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