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**ADIDAS LAB – THE INNOVATION EXPERIENCES**

**miCoach Elite team system**

The adidas miCoach Elite team system represents the latest advancement in performance monitoring, measuring essential physiological data of a team in real time. Coaches and managers can stay one step ahead of the game, with data sent straight to a tablet screen on the sideline. The system not only provides real-time insights during training or in game, but tracks total training impact, collects and manages data and is highly portable.

The miCoach Elite team system uses state of the art sensor technologies, electronics and wireless communication to provide non-invasive monitoring of elite athletes in real-time. The advanced system measures everything from power, speed and distance to heart rate, acceleration and field position. It allows key insights into player performance and work rate helping teams achieve and maintain peak physical performance.

The miCoach elite team system consists of the following five key components:

* miCoach elite PLAYER\_CELL – small, sophisticated sensing device worn by players
* Techfit elite – advanced medium compression layer that tracks heart rate
* miCoach elite Base – portable receiver collecting data from the PLAYER\_CELLS
* miCoach elite Dash – iOS app for live monitoring and real time data
* miCoach elite web application – web application for post analysis

At the adidas lab, consumers will get the opportunity to experience the world of a head coach sitting in recaro seats as they watch the German National team in training using the miCoach Elite team system. The system will continue to be rolled out to adidas clubs and federations in 2013 building towards the 2014 FIFA World Cup™