

ADIDAS MICOACH X_CELL - Q&A

AN INNOVATION IN ON PITCH / ON COURT PERSONAL MONITORING.

What is the miCoach X_CELL?

- The miCoach X_CELL is a small device, similar in size to a heart rate monitor, which can be worn on a textile chest strap or on the waistband of shorts when playing competitive sport.
- It enables individuals to measure their individual performance characteristics by recording every offensive and defensive move.
- Game data can be wirelessly transferred to a companion mobile app (miCoach MultiSport) where it is presented in an understandable and actionable way.

Why is X_CELL needed?

- Gaining key insights in to physical performance in competitive and real-time scenarios provides invaluable data to identify strengths and weaknesses.
- **The point is** – Athletes can apply these, previously unavailable, insights to make their strength and conditioning training more effective.

What does X_CELL measure?

- It measures the forces that a player is able to generate during sports games and training.
- Vertical (inches/cm), quickness, acceleration forwards, left or right (measured in G's per second), hustle (measured in G's per minute - all forces generated in 1 min intervals) as well as heart rate

What can I do with the information that X_CELL measures?

- Athletes can identify if they are stronger / faster moving off the left or right and train for it.
- Know and train their vertical, which translates to your ability to store and release energy explosively.
- The hustle measurement provides a minute-by-minute profile of an athletes game which can highlight fatigue / endurance issues.
- **The point is** – Athletes can identify and then focus strength and conditioning training on specific areas that you need to improve.

Are there any official results / statistics that demonstrate the benefits of X_CELL?

- Yes, particularly jump height and the use of the X_CELL Power Up Drills. By jumping with X_CELL alongside an app measuring jumps in real time, the athlete is presented with real time data about the jump height. Repeatedly jumping and being presented with the feedback is proven to be more effective than simply doing jumps without real time feedback. The reason being is that the brain is trained to understand the impact of changes to jump style when data is fed back to the user in a real time scenario. Power Up drills are available to train jump height, cut quickness and reaction time.

- **The point is** - Power Up Drills can enable athletes to train in a new way and see results faster.

How does X_CELL work?

- A tri-axial accelerometer measures the peak forces created in each direction and the Magnetometer measures orientation changes. The combination of the two allow us to measure the forces generated by direction and determine if movements are jumps, forward acceleration or an acceleration to the left or right (cut). It can be worn on the shorts waistband or using a chest strap. When used with the miCoach chest strap, X_CELL will also capture ECG accurate heart rate.
- Bluetooth smart transfers file and real-time data to a mobile handset the companion app, miCoach MultiSport. The app is currently available for iPhone 4s iPhone 5 and iPod 5th Generation. An Android version is planned for release early 2014.
- The miCoach X_CELL has enough memory to store up to 7 hours of game data continuously. It uses a CR2032 coin cell battery which can provide over 5 months usage (assuming 5 hours usage per week)
- **The point is** - The X_CELL is a small, low powered device that requires no cables, no charging and, no specific compatible apparel or footwear.

What can I do with miCoach MULTISPORT, the companion app.?

- miCoach MULTISPORT gives you a top line summary of the metrics the X_CELL captured in game and allows you to add additional information like opponent, location, score and position played. From this summary view you can easily compare your top line metrics from game to game and, by simply switching the orientation of the handset (portrait to landscape), you get detailed charts and information showing the force of every cut and acceleration, every jump, and the hustle for each minute you played.
- The app includes daily workouts with a specific focus on speed, quickness, hustle or vertical jumps. Aimed to create and sustain positive training habits; they start off as light one minute workouts and develop into longer more intensive workouts as the user progresses - this new approach helps the user to learn how to execute the movements correctly and get accustomed to regular training.
- **The point is** - Athletes can track, analyse and compare performance for every game they play and get workout guidance so they can realise their potential.

Is the X_CELL only for elite athletes?

- No, quite the opposite - miCoach want to bring elite athlete technology to the masses. Elite teams have had access to technology for many years but it is too expensive for consumers.
- **The point is** - X_CELL brings key measurements to the consumer level, at a price of €69.99, and makes a portion of the elite athlete training methodologies accessible to mass consumer groups.

Are there any professional athletes using the technology?

- Pro teams use a wide variety of test tools including light gates for quickness and reaction, camera technology for in game tracking or even just heart rate monitors for cardio training.

- **The point is** - these tools are not generally accessible to young aspiring athletes. It is our intention to hero the technology through our assets but, they generally have high end solutions implemented by larger coaching organisations and therefore access similar information in different formats through these tools.

Was the X_CELL specifically designed for basketball or for all sports?

- X_CELL was initially inspired by basketball but is extremely relevant to all sports, particularly American Football, football and tennis. Vertical measurement may be an element mostly linked to basketball but it is a key metric to understanding the sporting capabilities of any player of any sport. Ultimately, forces are generated in all sports, in slightly different scenarios, but the result is the same.
- **The point is** - Athletes need to generate force to change direction, to get to the ball as quickly as possible or to stop another player getting to the ball. The Quickness, vertical and hustle measurements from X_CELL have a similar meaning across all sports.

When will X_CELL be launching for consumers?

- The X_CELL will be released in September with an app on iOS. Android will follow at a later date to be confirmed

What makes the X_CELL unique over other training tools?

- The X_CELL is more than simply data presentation. We do not just record numbers and show results. The real benefit behind the X_CELL technology is giving consumers a plan to get better and the tools to make that realistic. We help them understand who they are, and help them understand who they can be in a sporting context, but also give them the tools to make that transformation. In all our feedback sessions with participants, the “how do I get better” piece was always the key element that they looked for. A participant can claim to know how high they can jump, but they do not know how to get better at jumping in the fastest possible way. A participant does not know his strengths in quickness or hustle, but we can identify that and train the weaknesses to be strengths.
- The X_CELL is footwear and apparel agnostic. It does not need any specific shoe or apparel to be part of. It works for multiple sports with the focus on basketball, football, tennis and American Football. Ultimately it can be used in other sports such as field hockey, rugby, badminton, volleyball, etc. although our app will be themed based on the four key sports. A generic theme will follow in the future.
- **The point is** - miCoach X_CELL is a true multi-sport device that, as a component in the broader miCoach service offering from adidas, truly provides the insight, the information and the tools for athletes to realise their potential.

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For further media information please visit <http://news.adidas.com/GLOBAL/PERFORMANCE/miCoach> or contact:

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