Adidas micoach fit smart

frequently asked questions

When did you first start thinking about it?

We started working on the miCoach FIT SMART about two years ago (August 2012).

**Where did the idea come from? / What was the inspiration?**

With miCoach SMART RUN, we focused on creating the best in class, ‘all-in-one’ solution for a serious runner. During this development, we also identified the need to create a training device for beginner to intermediate levels runners as well as fitness enthusiasts. Following the same ethos as for SMART RUN, the idea was born to develop a single device to accurately measure workout intensity and, more importantly, help them achieve their individual fitness goals by delivering our personal coaching experience through a single device.

**How was the product tested?**

The miCoach FIT SMART has been tested across a range of different athletes from beginners to professionals covering various running and fitness activities to create an experience that meets the needs of runners and fitness enthusiasts equally.

**Does the miCoach FIT SMART work as an all-day activity tracker?**

No. The miCoach FIT SMART has been particularly designed to be a personal training tool to support runners as well as fitness/gym enthusiasts throughout their workout routine to get fit in a faster, more efficient way. It focuses on providing real time guidance during a person’s workout to effectively steer them to get the most out of every session.

**How is the miCoach FIT SMART different to fitness/activity trackers?**

miCoach FIT SMART has been particularly designed to be a personal training tool to support runners as well as fitness/gym enthusiasts throughout their workout routine to get fit in a faster, more efficient way. It is delivering on this promise using its in-built sensors to track your heart rate as well as pace / speed, distance and stride rate - all directly off your wrist without the need for extra sensors. However, we do not stop at measuring and showing mere data, we turn this into meaningful, relevant information to effectively steer your workout intensity when it matters most during the activity. Haptic as well as visual prompts on the uniquely designed light pipe on the left side of the product guide you through your workout informing you to increase, decrease or stay at certain workout intensity zones.

**How does it work?**

FIT SMART leverages Mio’s wrist based optical heart rate technology, used in the miCoach SMART RUN, to track a users workout intensity through their heart rate and calories burned. A LED light pipe, integrated on the left side of the product, glows in the miCoach zone colors to communicate current workout intensity and act as a visual clue for users to steer their activity and train more effectively – getting fit the smart way.

Additionally, a built-in accelerometer measures stride rate, pace / speed and distance for walking, jogging and running.

The device can be easily operated with one mechanical button for ON/OFF as well as split functionality during workout. Two side buttons on the right allow for quick and easy toggling through the LED matrix display to browse the menu or review workout stats.

**How accurate are the pace and distance measurements?**

Like all accelerometer technologies, we are measuring stride pattern and calculating the speed and distance from this data. Our tests show that this technology can achieved 95% accuracy and we also provide a calibration tool (manual or automatic) to improve accuracy.

**Who is the product aimed at?**

The miCoach FIT SMART is personal training tool designed to help users get fitter in a faster, more efficient way through our unique miCoach coaching experience. It designed for beginner to intermediate level runners and gym / fitness enthusiasts.

**Where can I get it?**

miCoach FIT SMART is available exclusively for $/€ 199.90 online at adidas.com as well as adidas own retail stores and through Best Buy in the US from Mid August, 2014. From September 1st, 2014 onwards the product will be sold broadly at sports as well as consumer electronics retailers globally. The miCoach TRAIN AND RUN app is available for free download on iOS and Android.

**Will using the app impact heavily on my phone battery?**

The app uses Bluetooth Low Energy to talk to the miCoach FIT SMART so there will be minimal

impact on the battery life of the phone.

**How long does the battery last?**

Once fully charged, the battery of the FIT SMART will last approximately five days under normal operating conditions (1-2 hour workout every day).

**Are there plans to produce and develop more? Is there a second generation product in the pipeline**

There are many, various ideas for enhancements of the miCoach user experience in general which will also benefit the miCoach FIT SMART proposition. Since miCoach FIT SMART connects to the miCoach TRAIN AND RUN app, as the app evolves, so will the experience around FIT SMART.