### MEDIA ALERT

Adidas adds windows phone support for its Fit smart wrist based heart-rate coach

**Herzogenaurach, December 19th 2014** – adidas announced today an update to its miCoach Train and Run app for Windows Phone 8.1 based mobile handsets. Following the update, users will be able to pair, configure and transfer planned and completed miCoach workouts between the Fit Smart wrist based heart rate coach and their Windows Phone. Fit Smart can also be used to send heart rate, speed, distance and stride information in real-time to the Train and Run app, combining the visual coaching guidance from the Fit Smart with audible prompts from the app.

miCoach Train and Run is one of the most popular fitness apps available for Windows Phone. With cardio, strength and flexibility training programs developed in partnership with the elite coaches at Exos, it provides real-time coaching guidance to unleash your best performance and achieve your sport and fitness goals.

Launched in August this year, the adidas Fit Smart uses an optical sensor to accurately measure your heart rate and an accelerometer to track speed, distance and stride rate, all from your wrist. The wristband uses colored LEDs to guide you to train at the right intensity according to the phase of your workout and will store up to 10 hours of training data at one time.

For more information on the adidas Fit Smart please visit <http://micoach.adidas.com/fitsmart> miCoach Train and Run is available for download from the Windows Phone Store.

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**Notes to editors:**

Follow miCoach on [facebook.com/adidasmicoach](http://www.facebook.com/adidasmicoach) and [@adidas\_micoach](https://www.twitter.com/adidas_micoach) on Twitter

**About adidas miCoach**

adidas miCoach is an interactive training service for anyone who wants to train for his or her favorite sport, general fitness or just for fun. Bringing the knowledge and experience of adidas’ elite coaching partners to the masses, miCoach provides users with real-time coaching and all the tools they need to track performance and monitor progress to get the results they want. The breadth of the offer includes a free to access web platform and training community with hundreds of free training plans, free mobile apps on iOS, Android and Windows Phone 8 as well as a comprehensive range of devices for tracking all aspects of performance, both in game and in training. Visit [www.micoach.com](http://www.micoach.com).

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

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