### ADIDAS MICOACH SMARTBALL APP GETS ANDROID MAKEOVER

**Innovative miCoach SMART BALL app to come to Android for the first time**

**15th May 2015**, **Herzogenaurach** – adidas miCoach has today announced that the miCoach SMART BALL app will be coming to android phones for the first time. The new version of the app will come with a host of new features to further enrich the award winning SMART BALL experience.

Launched in 2014, the miCoach SMART BALL is one of the most innovative training aids in the wearable tech space. At CES 2015, the SMART BALL was recognized as a 'Best of Innovation‘ honoree in the Fitness Sports & Biotech product category. Now for the first time, Android phone users will have access to the SMART BALL app, to get the most out of this innovative product.

Compatable with the existing SMART BALL hardware, the new application will come with a host of new features in time for the Android launch including:

* A ‘**Personal Bests**‘ feature that tracks the best kicks for each foot and a new ‘**Top Ten**‘, tracking various kick attributes.
* The introduction of ‘**Recent Kicks**‘ that tracks the last 500 kicks in reverse chronological order.
* A ‘**Kick Counter**‘ that tracks the number of kicks made by a user over a day/week/month/season/lifetime period.
* The addition of ‘**Kick Sharing**‘ to allow users to share their kick results.

“We are delighted to bring the SMART BALL to the Android platform” said Stacey Burr, General Manager, adidas Digital Sports. “The SMART BALL has been recognized as a hugely effective training tool, and it’s great that Android users will now be able to experience it as well. We continue to strive to improve all the features of our product ecosystem, and the latest additions to the SMART BALL app are a great example of how we continue to adapt and develop the features that our customers need in order to reach their training goals.”

The new miCoach SMART BALL app for Android will be available to download from **15th May 2015**. The new features will be added to the IOS version in an update scheduled for the summer.

To join to conversation visit **www.micoach.com** or go to **facebook.com/adidasmicoach** or follow **@adidas\_micoach** on twitter.

END

**About adidas miCoach**

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>

**Contact:**

Stella Coffey

Email: [Stella.Coffey@hkstrategies.com](mailto:Stella.Coffey@hkstrategies.com)

Tel: 0207 413 3193

James Fenn

Email: [James.Fenn@hkstrategies.com](mailto:James.Fenn@hkstrategies.com)

Tel: 020 7413 3423