



# Information

## P.O.D. System

adidas Originals introduces P.O.D.System, a new silhouette built for purpose. Inspired by collective memory and enhanced through blending technologies, this innovative style translates a technical runner into a new sneaker for the street.

The foundation of the P.O.D. System takes its cue from a unique three-dimensional cushioning design principal first seen in mid-90's running technology, 'Point of Deflection System'. A system designed to benefit the runner, the technology provided shock absorption and stability in the outsole at the point of impact. The purposeful design created distinct segments of the sole of the sneaker which provided targeted cushioning for the wearer tailored to each area's specific requirements. The result was a sneaker that provided comfort to perform.

Inspired by the podular design philosophy, adidas Originals reimagined this concept to create a sneaker built for a new purpose: natural motion. Fusing a high rebound EVA forefoot, BOOST heel and Point of Deflection bridge, the P.O.D. System combines three individual innovations from the past to create the future standard in footwear.

Built with the intent to enhance natural motion, adidas BOOST technology is focused on the heel unit, redirecting emphasis to the most important area of the foot for optimal stride. A pronounced 'Point of Deflection' bridge inspired by the '90s torsion bar is applied across the midfoot providing stability and flexibility to the podular sole allowing for ease of motion.

The debut of the P.O.D. System celebrates the interplay between the shoe's unique tooling, contemporary technology and distinct aesthetic - a testimony to a whole that is greater than the sum of its parts.

The P.O.D. System will be available globally on June 16th at adidas Originals locations and at [adidas.com](http://adidas.com).

*For more information, visit the adidas News Stream: [www.news.adidas.com/](http://www.news.adidas.com/)*

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