adidas Turns Smartphone Into a Personal Coach

HERZOGENAURACH, Germany and PORTLAND, Ore., /PRNewswire/ -- adidas miCoach, the personal and real-time audible training system, takes its offering to the next level with the introduction of the miCoach app featuring sports-specific training programs designed to coach sports and fitness enthusiasts, amateurs and professionals alike.

With the new miCoach app, adidas extends its personal coaching program for running and introduces six specific conditioning programs for basketball, football, running, soccer, and tennis as well as an additional program for staying fit. The miCoach app, using GPS for active real-time pace-based coaching and location tracking, makes the adidas miCoach platform available to millions of smart phone owners via the option to download at selected app stores including iTunes and BlackBerry App World from August 2, 2010 onwards.

"The introduction of the miCoach app and sports-specific training plans was the natural next step to bring miCoach to an even wider audience. At adidas we work with the world's best coaches and athletes and we wanted to share this knowledge and experience with our consumers to inspire and to help them reach their personal goals," says Bernd Wahler, Chief Marketing Officer of adidas Sport Performance. "Our service approach is unique and sets new standards in terms of personalization in the entire sporting goods industry."

adidas has worked with some of the world's finest coaches, athletes and teams when developing the miCoach app and the sports-specific training plans including renowned athletic trainer Mark Verstegen, founder and director of the Athletes' Performance Institute (API) training and sport research center. In addition, adidas worked closely with the World Cup Champion Spanish National Soccer Team, FC Bayern Munich, AC Milan as well as athletes like Reggie Bush and Jessica Ennis.

"Coaching is essential to improving as an athlete - no matter what your sport. Whatever your goal is, a coach can help you improve. miCoach has a plan designed specifically to make you faster in football. You don't get faster by just running long distances, or running sprints, it takes interval training specifically designed to optimise football performance and miCoach provides a pretty cool plan to make you a better you," commented Reggie Bush.

The miCoach app allows smart phone users to turn the phone into a personal coach: pace triggered voice coaching, personalized and sports-specific training plans, workout calendar, and workout feedback are some of the features. The miCoach app syncs automatically with the intelligent website www.micoach.com offering six documented training plans for each sport and the option to create personalized conditioning programs.

On micoach.com the training programs are tailored to the personal fitness level and

goals allowing users to monitor, manage and analyze progress over time. With the launch of the miCoach app, adidas unveils its new global campaign "miCoach says". The new campaign celebrates coaching and the pre-season conditioning program of some of the world's best athletes.

Source URL (retrieved on *08/02/2014 - 5:28am*):
http://www.wirelessdesignmag.com/news/2010/08/adidas-turns-smartphone-personal-coach