WRITTEN TESTIMONY
BEFORE THE COMMITTEE ON ENERGY AND COMMERCE

ADIDAS DIGITAL SPORTS

adidas Digital Sports is the business unit within The adidas Group that drives the development of wearable technology. The Digital Sports Team consists of technology experts in the fields of data science, experience design, algorithm development and software and hardware engineering. We have centers of excellence located in Portland, OR, Chadds Ford, PA and Herzogenaurach Germany. adidas has been active in the wearable space for over 15 years with the first commercial launch of sensor enabled footwear in 2001 and the introduction of real time coaching under the adidas miCoach brand in 2008. miCoach offers real time coaching to users (ie – "speed up", "slow down"…) enabling them to achieve their goals by training with heart rate, speed and distance to run further and faster. Today we are repositioning our Wearables offering to address the growing opportunity for the larger population to benefit from this technology. adidas holds an extensive patent portfolio in the space and offers a broad range of wearable products. All of these products are enabled by companion software applications designed for mobile and desktop use. This software is the key to making the information collected by a wearable understandable and actionable for the user.

To demonstrate the range of application for Wearables in sports, fitness and health we'll start with a use case that covers school children. adidas is partnering with Interactive Health Technologies to make fitness personal for kids in Physical Education Class. Instead of competing with each other, kids can wear an adidas heart rate monitor that uses simple color zones to guide them through a personal fitness challenge. Forget the awkward social situation that defined Gym Class of the past and often turned kids off to exercise from a young age.

Wearable technology gives every kid the chance to know the good feeling that comes from a successful workout. It teaches kids how to manage their own fitness and gives them a positive experience that sets them up to develop lifelong exercise habits.

Next I'd like to cover the use of Wearables in competitive and professional sports. Personalized training can be administered through Wearable Technology for those that are training to compete. Professional athletes and their coaches are using wearable technology to train. Coaching software coupled with sophisticated sensors in a base layer garment enables individuals and teams to optimize performance. Instead of a coach who drives the team to train as hard as they can and ultimately pushes past the optimum level, the coach can now guide athletes through a smart training program. With use of heart rate, accelerometers and GPS, coaches can see when an athlete is stressed and needs time to recover or when an athlete needs to put in more work. In the world of professional athletes there is a fine line between peak performance and injury. Giving coaches the ability to measure acceleration and heart rate and compare pre and post injury performance can help in return to play situations. In this case wearable technology is a tool for a coach to optimize the work he does with his players and keep them healthy throughout the season.

adidas uses in depth experience with professional athletes and coaches to understand the cutting edge of performance. We also believe that all athletes and fitness participants deserve the best coaching. Taking what we learn from elite and professional athletes and translating that to smart systems for consumers is a foundational design principle. Whether you play for the NBA or you're on the 7th grade basketball team, wearable technology can help you train at the right level for your individual situation. Wearable Technology coupled with well designed software applications can put the expertise of professional trainers, coachers and wellness experts in the

hands of the greater population who may not have access or the ability to afford these resources on their own.

The third use case focuses on women. Today we know that women are not only managing their own health, they have multi-generational influence. They are often supporting the health care decisions of their families and their aging parents. These women are the main users of fitness apps and devices. They participate in digital social communities that help them stay engaged in a fitness routine. Whether they are going for a daily walk, getting ready for their first 5K or training to run a marathon there's a Wearable that can help them achieve their goal. We've talked to women and researched their needs to understand why Wearables are often abandoned after 3 to 6 months of use. We know they are looking for insights beyond how many steps they took in a day. They want insights that address the picture of whole health including fitness, nutrition, mood and sleep. They are looking for Wearables that can connect the dots and keep them engaged in a healthy lifestyle.

We know it's hard to stick to an exercise routine. We also know that plenty of studies have shown the impact that exercise and an active lifestyle have on overall health, disease prevention and keeping people well. Through communities of Wearable users we are learning more and more about how to support active lifestyles and what works to keep people engaged in healthy fitness behaviors. Wearable Technology is no doubt an enabler in the early stages that can help people in their pursuit of a longer, healthier life.