



adidas Introduces First Intelligent Shoe

Herzogenaurach, May 10, 2004 – After three years of highly confidential in-house development, adidas has unveiled the most advanced shoe ever. Called “1”, the shoe provides intelligent cushioning by automatically and continuously adjusting itself. It does so by sensing the cushioning level, using a sensor and a magnet. It then understands whether the cushioning level is too soft or too firm via a small computer. It adapts with a motor-driven cable system to provide the correct cushioning throughout the run.

“This product will change the entire sporting goods industry. It is a true first and establishes adidas as a clear leader in the field of innovation,” said Erich Stamminger, Executive Board Member responsible for Global Marketing and North America. “This is the product that illustrates to us, also when developing products, ‘Impossible is Nothing’.”

Three years in development, the shoe was a secret project, known by only a few people even within adidas-Salomon. It was completely developed by the adidas Innovation team in Portland and Herzogenaurach. An exclusive distribution of shoes will be in select retailers and adidas Sport Performance stores in December 2004. It will retail for \$300 and 250 Euros.

In the last four years, adidas has launched more product innovations than any other sports brand: The Roteiro™, the first seamless football. ClimaCool®, a technology that helps athletes to maintain optimum body temperature - at the Summer Olympics in Athens, thousands of athletes will compete and perform in adidas ClimaCool® shoes and apparel. The a³®, an energy management system that ensures a dynamic ride, and the Ground Control System™, a suspension system for running and outdoor shoes, launched as an adidas and Salomon co-operation.



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