

Adidas Jogs Into Wearables

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Adidas joins rival Nike in the wearables marathon with a smartwatch ideal for its customer base-- the miCoach Smart Run, a wrist-based device the company describes as "the most advanced and intuitive" around.



Aimed primarily at runners, the smartwatch not only measures run speed and distance (via GPS) but also provides personal audio coaching via the combination of built-in heart rate sensor and Bluetooth headphones.

The device is actually standalone, and does not push notifications to smartphones-- instead it even carries onboard flash storage for the adding of MP3 playlists.

A 1.45-inch colour touchscreen handles control duties, while vibrations offer further guidance.

The miCoach Smart Run should be available from November 2013.

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