

adidas Runtastic cooperates with tooz technologies to test the integration of the adidas Running app with the tooz Smart Glasses

LINZ, Austria/AALEN, Germany; April 26, 2021

adidas Runtastic works on testing and integrating smart glasses with the adidas Running app in cooperation with tooz technologies. With the tooz smart glasses, the aim is to increase athletes' enjoyment and performance during runs by providing relevant information directly in their field of view.

Laying the foundation for the use of smart glasses in the near future

Cooperating with tooz technologies, adidas Runtastic works on the compatibility of its adidas Running app with the tooz smart glasses. By integrating both solutions, information from the app on the mobile device can be transmitted via the glasses into the athlete's field of vision. Hereby, the runner gets performance data, for example regarding distance, pace, heart rate, etc. without checking the phone. Thus, the tooz smart glasses act as a complementary wearable aiming to increase the athlete's enjoyment and achievements.

With this joint initiative, both partners shape how smart glasses will be used in the future and how the wearable supports users during sports activities. Connecting adidas Running to the tooz Smart Glasses adds another possible application to the existing digital ecosystem and expands the usage scope for future end-users.



The tooz Smart Glasses display information from the adidas Running app directly in the athlete's field of view.

“The collaboration with adidas Runtastic has clearly shown that app content can be transferred very easily to the tooz Smart Glasses and that wearers can benefit directly from this technology in sports and outdoor activities. With the seamlessly integrated tooz optics, we can not only meet individual style preferences, but also the ergonomic requirements of athletes.”, says Dr. Kai Ströder, CEO of tooz.

Soon, the smart glasses will also be available with prescription

Connected via Bluetooth to a mobile device, the smart glasses from tooz discreetly deliver content into the wearer's field of vision. The centerpiece of the solution is the optical system with its free-form surfaces, a so-called waveguide. With the help of these surfaces, the virtual image generated by a display built into the right temple is projected onto the wearer's retina. On basis of this technological approach, tooz provides the only curved waveguide lens to the market which allows the future integration of vision correction including individual prescription.

Numerous application areas for tooz Smart Glasses

“Smart glasses are developing really fast, so there are a lot of use cases for the future.”, says Jürgen Stenz, Innovation Engineer at adidas Runtastic.

The wearable can be used when doing sports, but also for work and everyday life. The interaction with applications around messaging, navigation, weather, health, and many more already works today. As the tooz Smart Glasses are publicly available as a developer version in China and Germany, the software developer community can already get started today with coding compatible apps for various application areas.



Because the tooz optics can be cut and edged into various shapes, a wide variety of frame designs and fits are possible.

Further information

How the integration of the adidas Runtastic App with tooz Smart Glasses can look like in the future is shown in the following video: <https://youtu.be/HRG4EGhUsbQ>

About adidas Runtastic

adidas Runtastic is a leader in the digital health and fitness space, providing optimized tracking solutions for collecting, managing, and analyzing running and training data, as well as curated content. Since 2015, the Austrian company is part of the adidas family and continues to develop specialized running and training apps to pursue the companies' shared vision: Through sport, we have the power to change lives. For more information, visit www.runtastic.com.

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About tooz

tooz technologies GmbH is a joint venture of ZEISS and Deutsche Telekom. With the mission to upgrade normal prescription glasses with digital virtual screens, tooz develops optical engines which enable cost-effective, unobtrusive, and turnkey smart glass solutions. Innovative optical technologies for wearables by tooz unleash a variety of new use cases across industries, in the health sector, and for consumer applications. For more information, visit www.tooz.com.

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