

ADIDAS Launches new 4dfwd and 4dfwd pulse shoes with data driven 3d performance technology

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- *adidas 4DFWD combines years of athlete data and Carbon's Digital Light Synthesis™ technology to produce precision tuned 3D printed midsoles, designed to move you forward*
- *Launching alongside is the new adidas 4DFWD PULSE, which combines innovative 4D and EVA technology to deliver a smooth and enjoyable run*

ADIDAS 4DFWD
3D PRINTED MIDSOLE TECHNOLOGY,
DESIGNED TO MOVE YOU FORWARD.

PRE-LANDING
LANDING

SCAN TO SEE
THE TECH

EVERY TIME A RUNNER'S FOOT LANDS, BRAKING FORCES SLOW IT DOWN.
4DFWD REDUCES THESE FORCES AND TURNS THE IMPACT ENERGY INTO FORWARD MOTION.

WITH EVERY STRIDE THE LATTICE MIDSOLE COMPRESSES FORWARD,
PROVIDING A SMOOTH TRANSITION AND UNIQUE GLIDING EXPERIENCE.

The advertisement features a 3D rendered side view of the Adidas 4DFWD midsole, showing its complex lattice structure. Above the midsole, two diagrams illustrate the 'PRE-LANDING' and 'LANDING' phases of a runner's stride. A QR code is positioned to the right of the diagrams, with the text 'SCAN TO SEE THE TECH' and a play button icon. The background is dark with a light gradient.

INVC NEWS Mumbai,

adidas running introduces the latest iteration of adidas 4DFWD and adidas 4DFWD Pulse – the next step in data-driven 3D printed midsole innovation, designed to move you forward for the everyday runner.

These running shoes are a result of combining years of athlete data with the unique technology of 3D printing, adidas 4DFWD is created to provide runners with an all-new running experience. Additionally,

4DFWD Pulse comes with the combination of 4D and EVA technology to ensure a soft landing with every step. Perfectly printed and precisely positioned, the shoe is coded for a smooth run with the 4DFWD heel angled to increase impact absorption, working together with the EVA midsole. This unique design translates into a smooth heel transition at the moment of touchdown. Highly recommended for the everyday runner

Furthermore, the three-layered mesh upper in the 4DFWD PULSE has been engineered for seamless stretchable support for lateral and linear movement, combined with the outsole designed to work in harmony with the midsole, providing superior traction as you run.

adidas has developed 4D lattice mid-sole technology in partnership with Carbon for more than four years by collating the athlete data and Carbon's Digital Light Synthesis™ technology to produce precision tuned 3D printed midsoles.

adidas 4D footwear is amongst the first across globe to use this cutting-edge technology which offers the ability to fine tune midsoles to specific patterns of movement, so that athletes can enjoy precision performance with every step.

Identified from one of five million possible lattice structures and made of 39% bio-based material, the bowtie-shaped FWD CELL has been specifically coded to compress forward upon vertical impact. As compared to previous generations of 4D midsole, adidas 4DFWD generates three times as much forward motion under vertical loading in mechanical testing conditions. As a result, peak braking force experienced by the athlete during running is reduced on average by 15% as the midsole redirects these vertical impact forces into horizontal forward motion - delivering running economy comparable to that of ULTRABOOST midsoles in lab conditions.

Charlotte Heidmann, Product Manager, adidas Running, said: *"adidas 4DFWD really does take 4D technology to the next level, enabling us to design in a way that conventional foam midsoles do not allow. Working closely with Carbon, our product teams, and testers we identified one perfect lattice midsole that is designed to compress forwards under loading and counter mechanical forces whilst delivering a unique gliding sensation for our runners."*

adidas 4DFWD and adidas 4DFWD PULSE will be available from August 12th 2021 at an MRP of INR 19,999/- and INR 15,999/-

URL :

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