

FUTURE FIT 3.0

Driving technological innovation through design

MIT Design Lab and Puma presents collaborative research on the future of sportswear, through **artificial intelligence, embedded sensors, and programmable materials.**



AI COACH

Real-time personalized coaching for you

The Artificial Intelligence Coach is a 'coach in your pocket' that provides personalized training experience through analysis of real-time data from Embedded Shoes and evolving machine learning algorithm. With OCEAN personality matching model, the AI Coach can provide the right level of motivation to keep each user on track.

EMBEDDED SHOE

Sensorized sole that collects data of your run

Embedded shoe is an intelligent instrument that collects user behavior through distributed sensors. With AI Coach, the shoe can provide real-time physiological data on gait analysis, weight, running performance, as well as performance feedback, fatigue measurement, etc.

METARIDE MIDSOLE

Programmed structure for optimized performance

Metaride Midsole brings performative comfort through programmable auxetic materials made possible by specialized recurve pattern, solely developed for Puma by MIT Design Lab. Computationally designed and optimized by digital simulation, the Metaride Midsole provides self-reinforcing structure to create firm, yet elastic support.

PUMA INNOVATION – A CULTURE OF FIRSTS