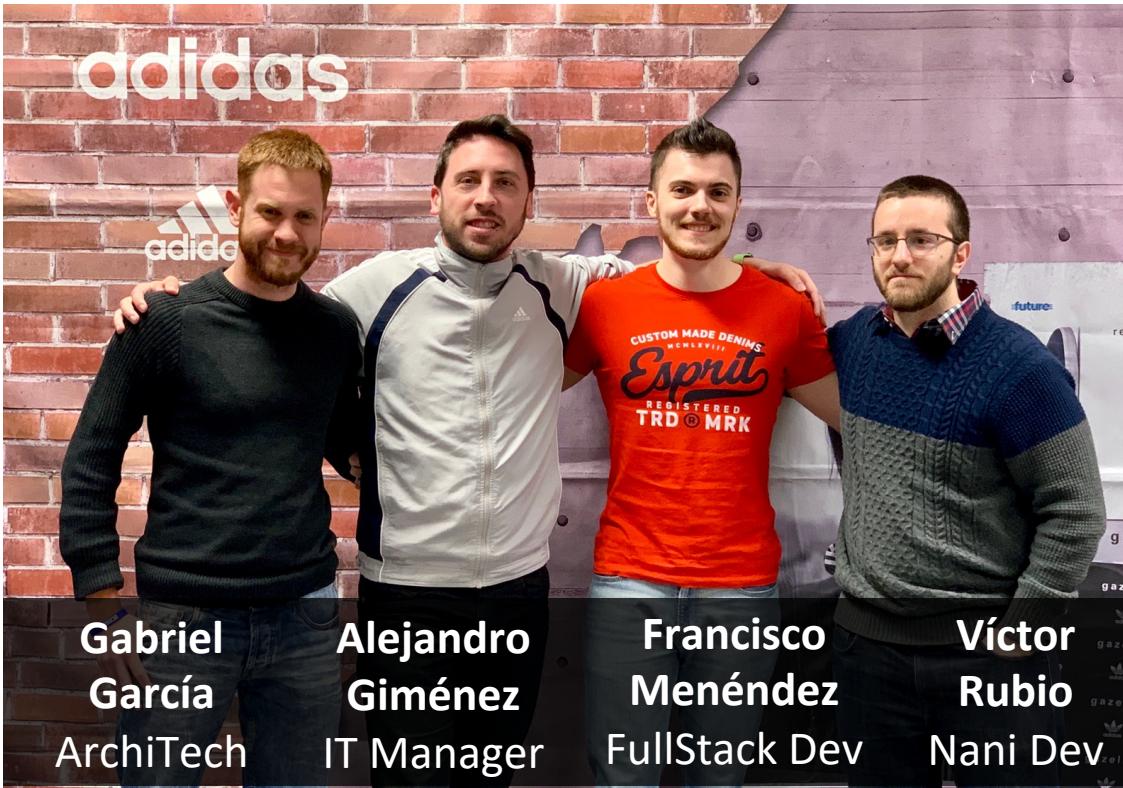


Shoot up!

Smart technology on your feet

{{Username}}



**Gabriel
García**

ArchiTech

**Alejandro
Giménez**

IT Manager

**Francisco
Menéndez**

FullStack Dev

**Víctor
Rubio**

Nani Dev



10,000 hours
of "deliberate practice"
are needed to become
world-class in any field

Factors



Evolution



1994 1996 1998 2000 2002 2004 2006 2008 2010 2012

Marketing



TECHFIT Lockdown

Provides superior fit, comfort and support throughout an entire game.

D Lillard Logo

All-new D Lillard logo pays homage to Damian's inner circle and the three places he calls home: Oakland, Ogden and Oregon.

Premium Upper Materials

Premium nubuck, leathers and textures offer a sophisticated look and plush fit.

adiprene+

Full length adiprene+ cushioning provides smooth heel to toe transition during aggressive cuts.

Ineffective marketing



Quality References



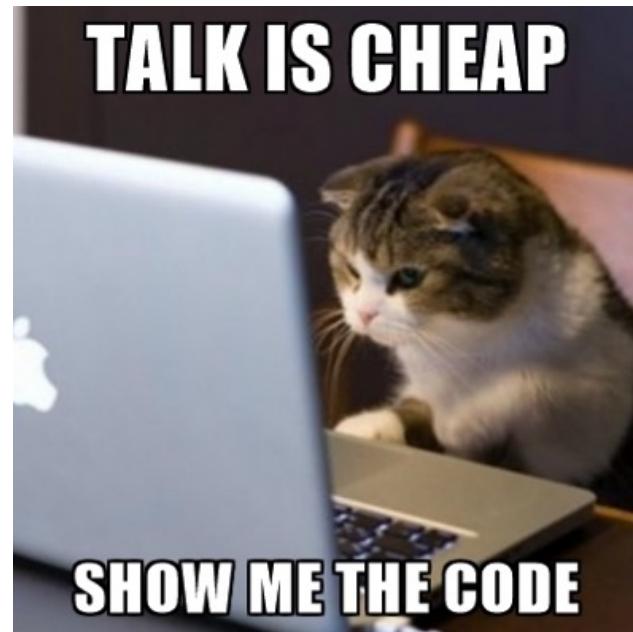


Shoot up!

Smart tech on your feet



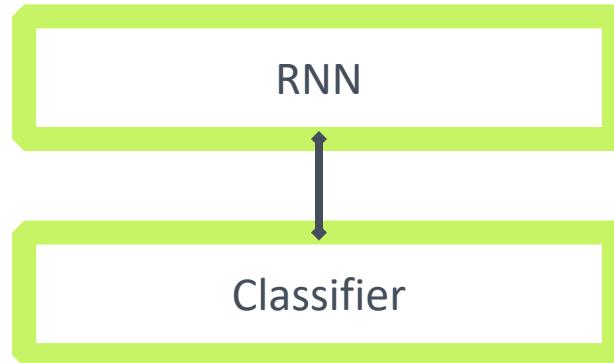
Demo



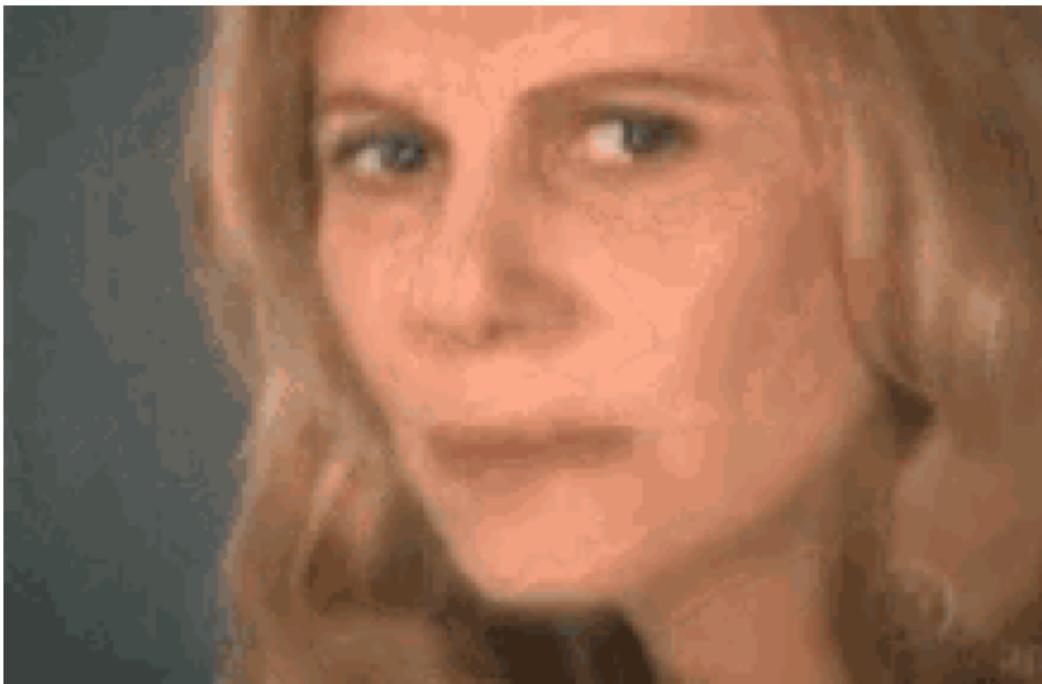
Hackaton



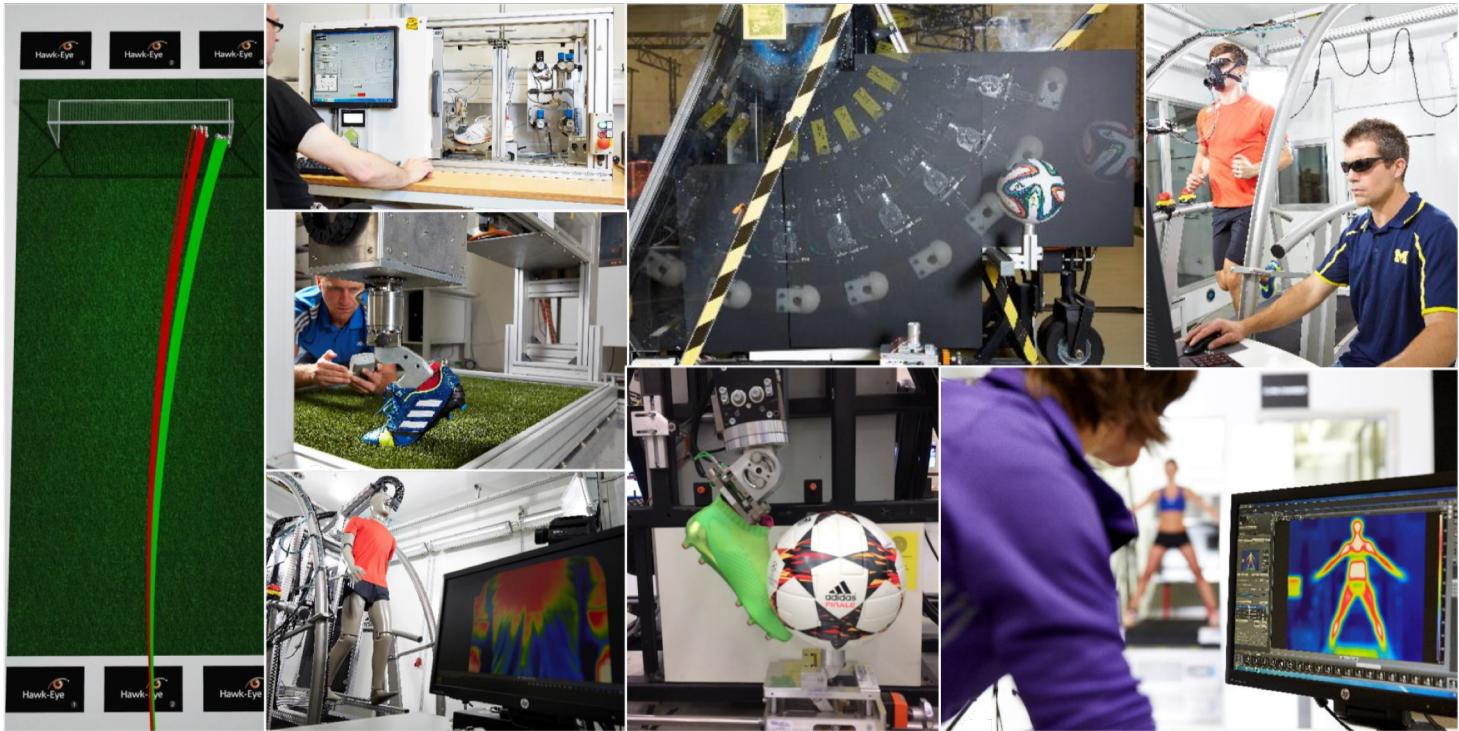
Process



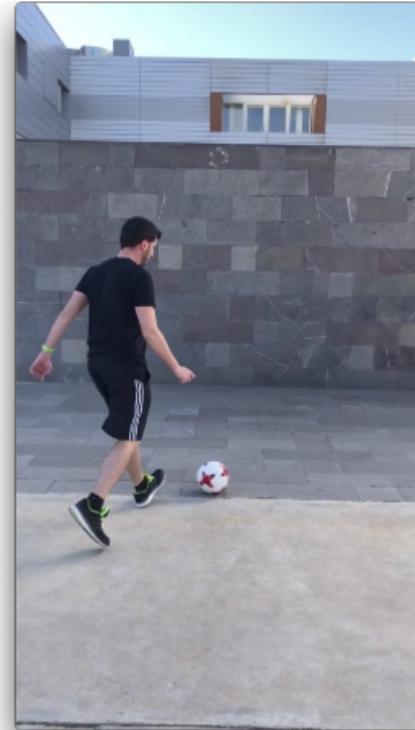
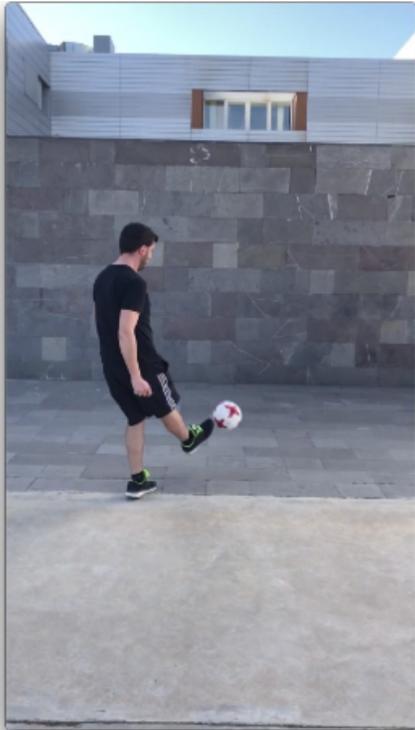
Adidas Scenario



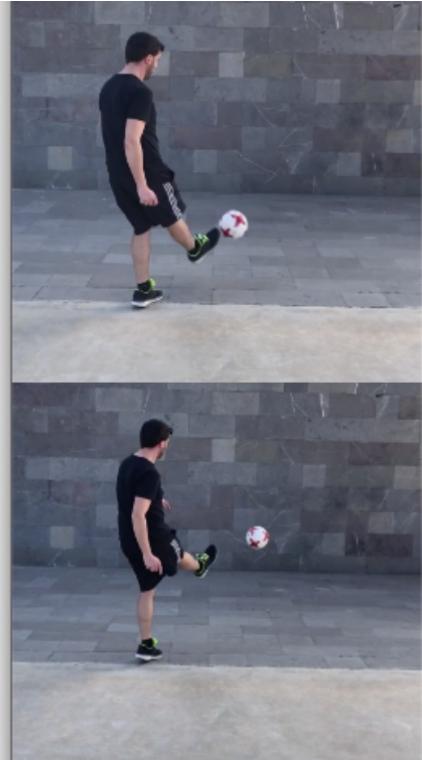
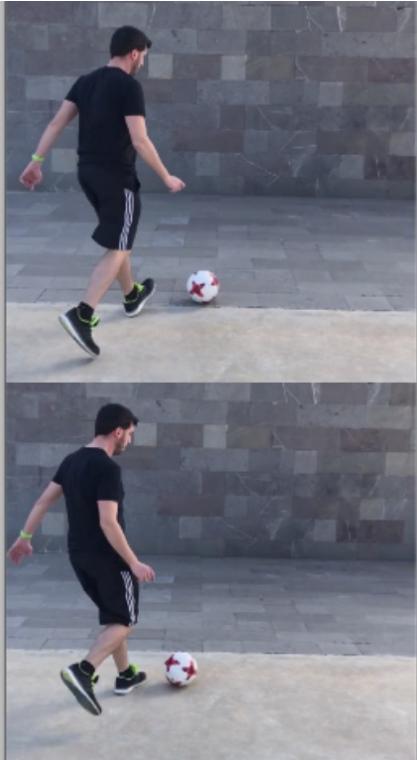
Adidas Research Lab



Samples



Samples



Samples!

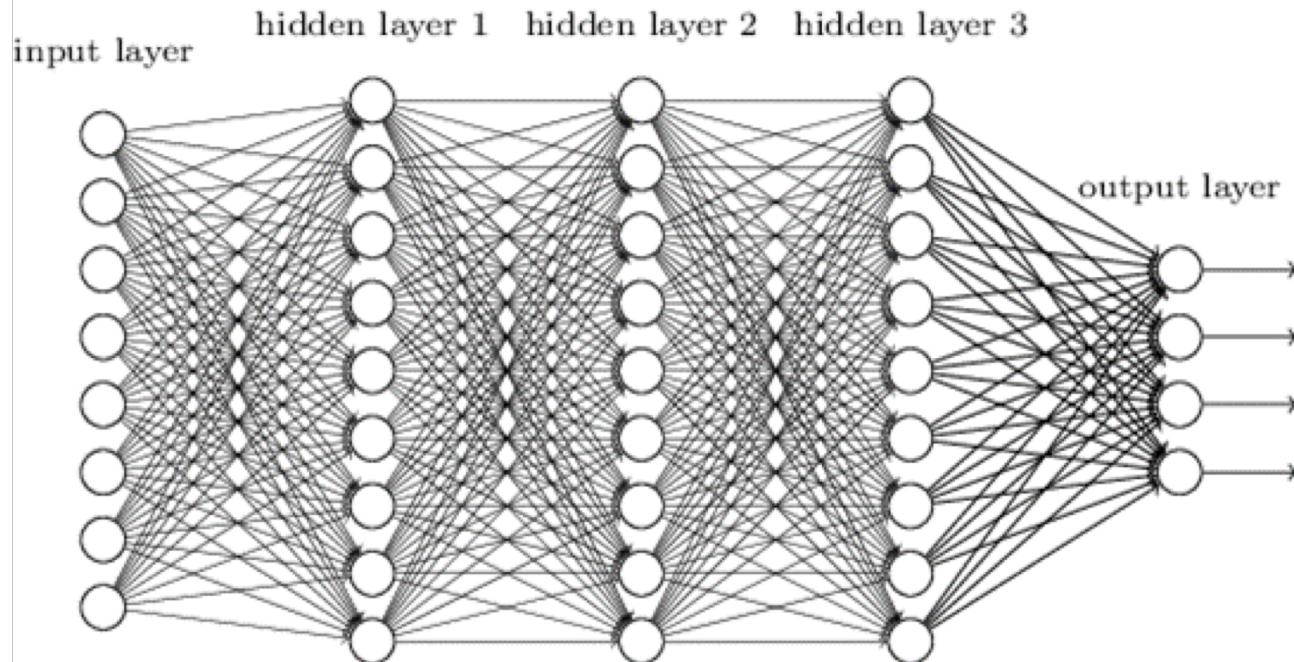


More Samples!

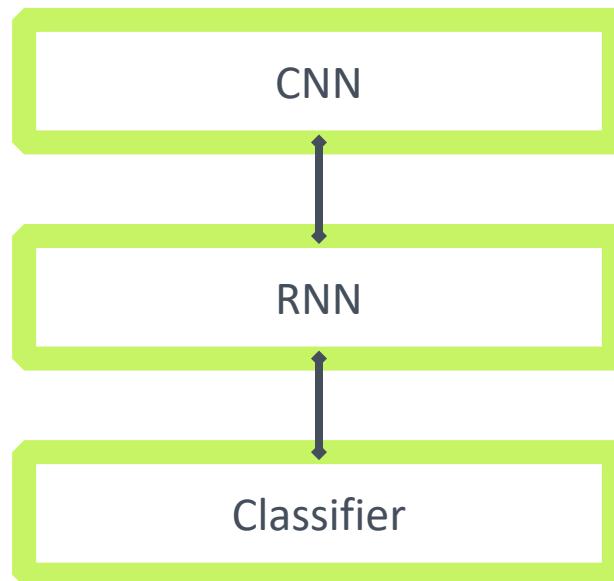




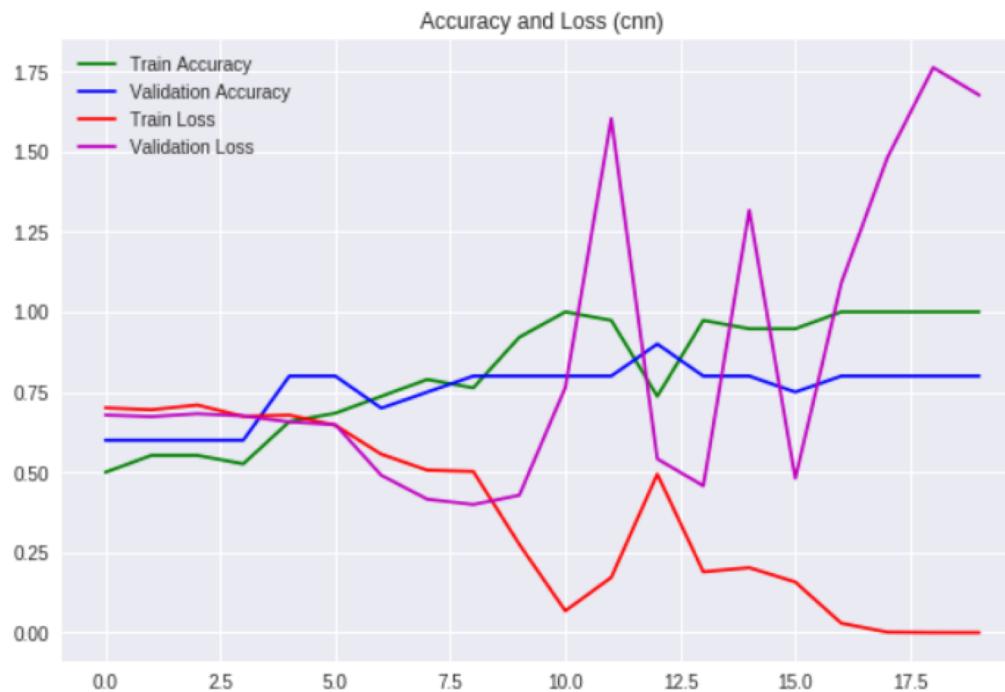
Deep learning



Process



Test



Tools

 Tensorflow

 Keras

 Python

 Colaboratory

 TensorflowJS

 Angular

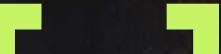
 NestJS

 Docker

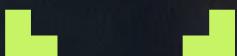
Q&A

Arigato :-]





Shoot up!



adidas®