

Nike says its first 'powered footwear' is like an e-bike for your feet

On Thursday, Nike announced Project Amplify, "the world's first powered footwear system," which it says isn't intended for pros—in fact, quite the opposite. Much like e-bikes provide pedal assistance, Project Amplify uses a lightweight robotics system to boost running and walking speed.

"The first-generation product, created alongside robotics partner Dephy, isn't designed for competitive, faster runners trying to shave seconds off their time; rather, it's intended to serve athletes who want to go faster and farther with less effort by giving them more power for everyday movement – in effect, a second set of calf muscles," Nike explained in a press release.

Project Amplify resembles an ankle brace, with a motor, drive belt, and rechargeable battery concealed in a fairly svelte design. It's aimed at "athletes" (anyone with a body, according to Nike) who are running at a roughly 10 to 12-minute mile pace. The product has been in development with over 400 athletes over the past several years, and remains in testing, but Nike mentioned plans to bring it to consumers "in the coming years."

The robotic walking aid is among a handful of ambitious projects Nike unveiled today, including "neuroscience-based footwear" and new cooling tech for its athletic apparel.

Correction, October 23rd: An earlier version of this article misstated the intended 10 to 12-minute mile pace for Project

Amplify as walking instead of running.

<https://www.theverge.com/news/805664/nike-powered-show-project-amplify>