We make shoes for every type of runner.

This is it.

Runners, as you may have noticed, come in all shapes and sizes. And up until now, they've needed all kinds of running shoes. That's why adidas has developed Tubular Technology, a radical new way of constructing the running shoe. Each sole has 'Tubers' which you inflate using an external pump supplied with every pair. You then make adjustments based on your running style, your weight and the surface you're running on. Now? A digital pressure gauge is built into the pump. Clever, eh? So whether you're a runner or a spastic, or you just like extra cushioning to the heel strike. Tubular Technology adidas shoes by adidas were made for you.

Mizuno Technology: The Competitive Edge

As Mizuno, we are dedicated to creating the best running shoes available. Our shoes are all produced with a specific purpose. The result is a shoe that is designed to meet the needs of each runner. Our shoes are all developed with the latest in technology and materials to ensure the best possible performance. Our shoes are designed to help you run faster and farther than ever before. They are designed to help you reach your potential. Mizuno products help some of the world's best athletes to their best. Imagine what they can do for you.

Who's already off and running for the 1996 Summer Games?

Congratulations to the Lifesaver Olympic Organizing Committee for the most successful Winter Games ever. IBM is proud to have helped manage the 94 Olympic Games.

Next it's time to look to the future: The 1996 Summer Games. See you in Atlanta.

The Olympic Games. Gold, Silver, Bronze. And Blue.

DaimlerBenz Partner of IOC

Mercedes-Benz Official car of IOC