

## November NEWSLETTER 2010

## Latest Developments

### Armani Launch Party



Armani the world's most famous fashion house, have recently introduced their first range of golf clothing. Armani needed to create an entertaining atmosphere, so what better way than bringing the golf course indoors. By impressing the top fashion label, with the extremely realistic graphics, on the world's top golf simulator. Creating the perfect golfing environment. Launched at the home of fashion Milan, Italy to their distributors and press, the event was a huge success. It goes without saying that Sports Coach, wish Armani the very best success, with their impressive clothing range.



### Indoor Golf Freiburg



Located in South West Germany, this popular club offers its members that ability to enjoy their hobby on cold winter days, in a refined and welcoming atmosphere. Members often bring their own clubs, to have the swing performance analysed or simply practise alone on world famous golf courses. Indoor Golf has equipped the centre with GPS simulators, presenting the latest measuring technology for golf simulators. Utilising two high speed cameras to measure ball flight and club performance, giving amazingly accurate results, displaying very important analytical data. The user friendliness of the simulators guarantees maximum indoor fun, for their members. By offering a superb custom club fitting facility, the centre is busy generating reasonable income 12 months of the year.



### Costa Cruise Liners



Costa are Europe's leading cruise liner, regularly cruising the Mediterranean, the Arabian and the Atlantic Ocean, with their ever expanding fleet of ships. During 2010 Costa have launched no fewer than 3 liners, the Deliziosa, the Favolosa and the Luminosa each of these liners has a Sports Coach golf simulator installed. Costa did extensive research testing the leading golf simulators, before choosing the best simulator that matched their requirements. Accuracy, Reliability and Low Maintenance, being there main criteria, as it is extremely important that that all liners, are able to offer excellent and continual service to their guests. Costa has been so impressed that they have already pre ordered golf simulators, for 2 new liners that are being launched in 2011.



## Slovakia Hotel



The first Eastern Europe surround golf simulator has been installed in Slovakia. Hotel Inka recognized the golf potential in their region and decided to offer a first class golf simulator, for their guests. The hotel constructed a dedicated lounge bar, so that golfers can get a drink whilst playing a round, on any of over a hundred golf courses. Golfers are enjoying the exciting experience, of playing incredible surround 3 dimensional graphics of famous golf courses. The hotel has already noticed an increase in room occupancy, as the hotel has a leisure activity, none of its competitors can rival. So much so that the owners, are already planning to install a second platinum simulator, to complete this first class golf studio. Trnava is an old city near to the capital Bratislava, where golfers of all categories, can now improve their game.



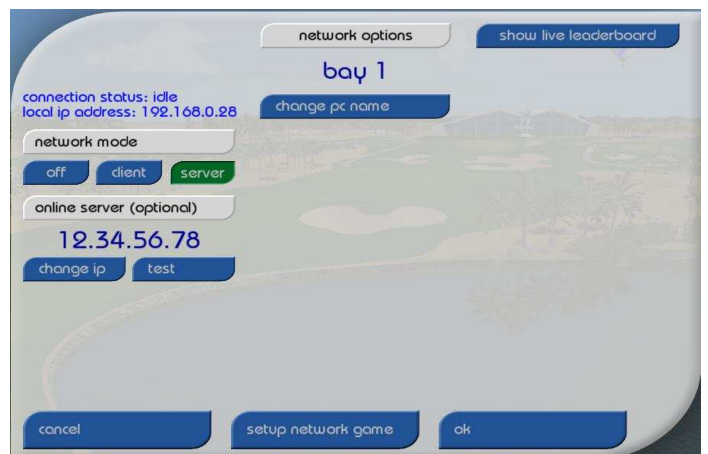
## Simulator Surround Booth

Sports Coach's research and development team have managed to create a very attractive surround booth, for the Platinum Golf Simulator. The cosmetics consist of a black outer panel, a black roof and a white surround strike screen. These are simply fitted to a steel frame and cable construction, so no framework is visible. The surround package is easily transported on a single pallet, allowing the simulator to be installed stress free. Clients are very impressed with the installed surround booth, which gives a very high quality finish, to the Platinum Simulator.



## Online Game Play

Several indoor centres have already networked their golf simulators together, enabling their centres to run a variety of networked and online contests, such as stableford and medal tournaments. Most centres have decided to install a separate networked computer, so that the leader boards automatically scroll. Enabling members and guests alike, to review their current position in tournaments. Encouraging guests to regularly visit facilities to compete in open contests and then become members so they can play in all the member tournaments. The latest features are available free of charge for all Sports Coach clients.



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*Manufacturer of Golf Simulators  
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