

## APRIL NEWSLETTER 2011

## Latest Developments

### HSBC Golf Zone



HSBC will mark its first year as Patron of the Open Championship with the launch of the HSBC Open Championship Golf Zone in the Tented Village at Royal St. Georges Golf Club, 10th to 17th July 2011. The interactive experience covers an area the equivalent of five tennis courts and officials are expecting approximately 50,000 spectators throughout the week. Visitors can enter a Longest Drive and Nearest to the Pin competitions on an Open Championship course on the Three-Screen Golf Simulator; there will be seven Open golf courses, especially recreated for the R & A. There will also be a full scale replica of St. Andrews' notorious Road Hole bunker, that visitors can try their luck escaping. For full details of the HSBC Open Championship Golf Zone, go to [www.hsbcgolf.com](http://www.hsbcgolf.com)

### Golf Room Finland

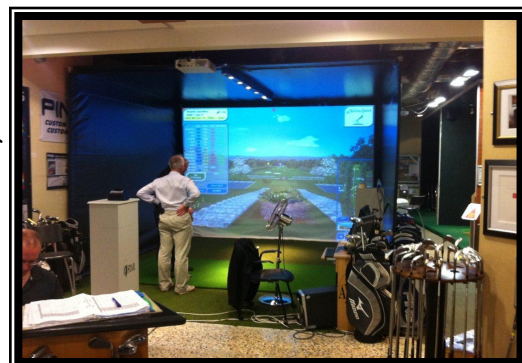
The Golf Room is a very unique golf facility in that it is completely unmanned, running 24 hours a day seven days a week, as a self-service golf centre, so no staffing costs at all. Everything is controlled (booking, paying etc.) via the internet and the whole facility is automated by motion sensors. Golfers are given a specific access code for their booking period, so entering the golf room is easy and simple to manage. The first Golf Room in Finland is proving so popular with golf enthusiasts, that another 7 Golf Rooms are already planned to open, in the Helsinki area alone.

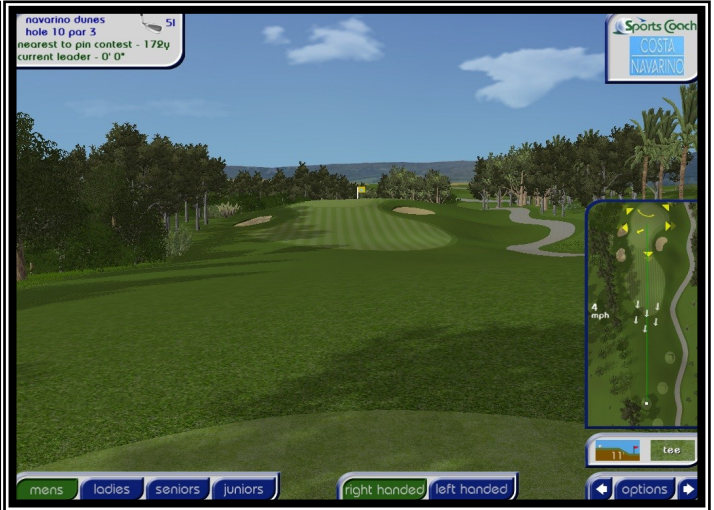


### The Golf Lab



The Golf Lab run by PGA Professional Tim Morrison; has recently enhanced the facility with the world's most accurate golf technology. There is a dedicated golf club where golfers can enjoy lessons and play on one of the three state of the art simulators, or practice. Located within the Reebok Sports Club, at Canary Wharf, London; members are able to uniquely combine their golf with swimming, fitness, climbing, wellness, pilates, dancing, reflexology, physiotherapy, ensuring a healthy body and mind. It is possible for Reebok members to get a free 15 minutes induction lesson, followed by 15 minutes of hitting time, so enticing more members to become golfers.





Recently Visit Greece hosted a week long public event, at the Westfield Shopping Centre, in London, to promote Greece as a location to visit. As the central attraction Visit Greece hired the GPS Golf Simulator, with the Costa Navarino Dunes course playable, they ran a popular nearest the pin competition using the 10th hole. The Golf Simulator gained steady usage throughout the week, ensuring the Costa Navarino Resort, was well marketed. The Resort is now been getting many booking for its hotel accommodation, green fees, academy clinics and most importantly real estate appointments, so that lots more property will be sold during 2011.

Latest Enhancements



Sports Coach continues to enhance the graphics engine, this month's latest free of charge upgrade includes an updated user interface, with improved backgrounds and buttons. It has been decided to include the GPS Digital Video Program, as part of the GPS DV Simulator Surround Program Upgrade. So clients can simply purchase the DV High Speed 1 or 2 Camera System's, to use the unique GPS Ultimate Golf Academy. The world's most comprehensive golf course library continues to expand, with many more top courses wishing to be included, on these realistic graphics. Recent additions from the United States include, Medinah the next US Ryder Cup course, Valhalla the last US Ryder



Cup course and Atlanta Athletic this year's PGA Championship course. The R & A have recently commissioned seven of the Open Championship courses to be recreated, in-conjunction with the HSBC Golf Zone. These latest courses ensure that golfers will always be able to play, the world's most famous courses, on the simulator.

Royal Wedding

Sports Coach would like to congratulate Prince William and Kate Middleton on their forthcoming Royal Wedding, at Westminster Abbey. We look forward to the day that they become, our future King and Queen.



Sports Coach Systems Limited, Curtis Road, Dorking, London, England.

Tel +44 (0) 1306 741888 Fax +44 (0) 1306 877888

Email: [Sales@Sports-Coach.com](mailto:Sales@Sports-Coach.com) Web: [WWW.Sports-Coach.com](http://WWW.Sports-Coach.com) Blog: <http://Sports-Coach-Systems.Blogspot.com>

Manufacturer of Golf Simulators and GPS Architecture Developer