

# JANUARY NEWSLETTER 2011

# Latest Developments

## The 2011 PGA Show

JANUARY 27 - 29, 2011 ORANGE COUNTY CONVENTION CENTER ORLANDO, FL

The PGA Merchandise Show is the world's largest golf trade show, held annually in Orlando, Florida. Fore Golf will be launching "The Academy ForeGolf". This will be the most revolutionary event at the PGA Show in the last 10 years. So why not visit booth 685 and discover the future of golf for the PGA Professional, as well as the golf industry. As earning potential and return of investment are the key to elements to growth in golf. If you would like to visit the stand email [andy@sports-coach.com](mailto:andy@sports-coach.com) for an appointment.



## Ultimate Golf Academy

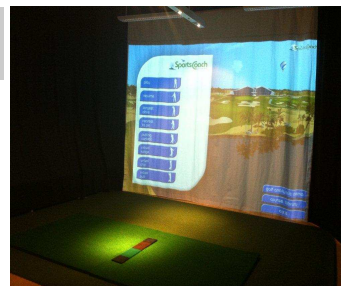
Sports Coach is currently developing the GPS digital video program, to work inside the academy simulator, due out in a few weeks' time. So the Ultimate Lesson is possible by using the GPS Surround Academy, linked in with the superb GPS Golf Simulator and GPS digital video or any other digital video program. The advantage with GPS digital video is that the simulator will automatically record and play back, using the simulator detection. So the teacher does not even need to touch a button. Using the player performance database all shot performance, swing performance, custom fitting sections will be saved and can be compared on their own golf course, the ultimate lesson. After the lesson it is a simple process to switch the simulator back to a 270 degree state of the art golf simulator.



## Northumbria University



Northumbria University has recently opened an excellent indoor golf teaching facility, at their state of the art sports facility. So the university can offer their golf team the ultimate practise facility, all year round. By using two Gold GPS Golf Simulators, the students can be fully analysed by their coaches. So their performance can be fully accessed on a daily basis, by using the shot performance data and the swing performance data. Enabling the students to get fully educated in the improvements needed to ensure that they own game, thrives to its maximum potential.



Being a university it was very important that the two simulators, could be packed away or be operational within 6 minutes. So the nets and hitting screens were hung from tracking above, which can be quickly pushed into the corners. The Projectors, Lighting and Overhead Camera are hung from the ceiling, so does not need moving. Whilst the side cameras and computers are fitted into side cupboards, so do not need moving either. All that needs lifting is the golf mats and the carpet; the room is then ready for another multi-purpose use.



## Weir Golf Studio



Weir Golf Studio is run by Scottish Golf Professional Robert Weir, has opened on the 5th floor of a department store, in Tallinn. Offering the best and most luxurious indoor golf facility in Estonia. They have an online booking system to make it easier for their customers to book sessions on the simulator. They introduce and assist golfers using the Gold GPS Golf Simulator from beginners through to golfers of varying abilities.



The golf simulator is proving to be a great way to practice alone, or with friends. The simulator provides various statistics and will provide real game improvement all year round. They allow anyone to come and try a few hits for free, using the latest Nike golf clubs. All they charge for is the time on the simulator, coaching if golfers want it is free, using their clubs is also free, but if golfers have your own set of golf clubs, they recommend bringing them with them.

## Swiss Golf Show

## World of Golf

The World of Golf Exhibition recently took place recently in Luzern, Switzerland from the 7<sup>th</sup> of January until the 9<sup>th</sup> of January 2011. The most popular feature during the exhibition was in fact the Platinum GPS Golf Simulator, as the Swiss golfers decided it was such great fun, to play. They played a number of contests on the simulator, ranging from closest to the pin, longest drive and playing a few holes on one of the tournament courses. Several golfers have now asked for site visits to their homes, as they are considering installing the surround simulator, in their games room. So they continue the fun, in their own homes, with friends and family.



## Euro Golf Store

## eurogolf

Euro Golf recently installed 2 Silver GPS Golf Simulators, into their flagship store in Stockholm; the retail group has 5 Swedish golf stores. They wanted two networked golf simulators to be installed, so that in house and online tournaments can be run for their clients year round. Golfers can pick and choose from courses from all over the world. Currently the Swedish golfers prefer to play the four Swedish courses, which are already on the simulator. Four players can play on each simulator in network games, with a shared leader board. In addition to the regular games, golfers are competing in nearest the pin and longest drive competitions. The virtual range is providing detailed performance data and statistical information. Enabling golfers to test out the right clubs for themselves and be custom fitted. During the winter they also offer lessons with their PGA Pro's and two beginner courses on the simulators. Allowing the beginner to become a golfer with their "green card" and a handicap to play on real golf courses.



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*