



Purchasing Golf Simulator Considerations

It is worth reviewing each golf simulator company, to make sure you they meet all the requirements.

So that the right purchase decision is made after analyzing the main factors, for each company.

- 1) Has the manufacturer been trading for at least 15 years ?

Fact Sports Coach Systems Limited, has been trading since 1992.

- 2) How often does the company release simulator program, upgrades that are they free of charge ?

Fact Sports Coach's FTP Site, uploads a new release, on average every fortnight at no charge.

- 3) How many simulated golf courses did the manufacturer release, annually ?

Fact Sports Coach has released 48 simulated courses during 2010 and 43 expected during 2011.

- 4) Is the Manufacturer be prepared to custom manufacture the simulator, to your design ?

Fact the majority of Sports Coach clients, have the simulator custom designed, to their requirements.

- 5) Will the Course Library exceed 150 golf courses ?

Fact Sports Coach has 120 released courses, with another 55 currently under construction.

- 6) Do the 3D Surfaces Animate such as the Water, Trees, Sand, Shadows and Clouds ?

Fact most software claims to be 3 Dimensional, when in reality it is only 2 Dimensional.

- 7) Are the 3D Objects Animated such as Airplanes, actually 3 Dimensional ?

Fact all the Sports Coach Objects, in the GPS engine are 3D rendered animated objects.

- 8) Does the Sensor System, accurately measure both the Golf Ball and the Golf Club ?

Fact Sports Coach measures both the club and the ball, in 10,000ths of a second, accurately.

- 8) Does the Price Quoted ever change dramatically ?

Fact Sports Coach standard pricing is very reasonable, it does not alter based on clients budget.

- 9) Does the Simulator Measure the Golf Ball accurately for Putting and Chipping ?

Fact both Putts and Chips are measured accurately, from two separate high speed cameras.

10) Does the Simulator have a Short Game Academy ?

Fact Sports Coach has developed the only Short Game Academy, possible for lessons.

11) Is the Tournament Program integrated into the actual Simulator Program ?

Fact Sports Coach has fully embedded the tournament program, so very quick and user friendly.

12) Does the Simulator have an Ultimate Golf Academy ?

Fact Sports Coach has developed the only embedded DV Swing Analysis Own Course System.

13) Does the Simulator have a Complete Player Database ?

Fact Sports Coach has developed the only Comprehensive Player Analysis System.

14) Does the Simulator have a Custom Club Fitting Feature ?

Fact Sports Coach has developed the only embedded Complete Club Fitting Service.

15) Does the Simulator have a Golf Ball Fitting Feature ?

Fact Sports Coach has developed the only embedded Complete Golf Ball Fitting Service.

16) Does the manufacturer have an Indoor Golf Business Plan ?

Fact Sports Coach has produced several realistic plans, due to the many revenue stream generated.

The purchase of indoor golf simulators requires a significant investment. They are high tech electronic devices that cost up to \$50,000 per unit. The last time we counted there were eight suppliers of simulators, all of who advertise that they sell the best simulator in the whole wide world. It is difficult for a buyer unfamiliar with the technology to make an informed decision. We have a few suggestions that can be used during the evaluation phase that might help you decide which system best fits your needs.

- First, check out the company history of those who you are considering as possible suppliers. You do not want to buy from a company who may not be in business 3 years from now. It has happened before in this industry.
- If there is one single feature that will impress the simulator golfer and bring him back to play again, it is realism of play on the golf course. If he shoots a score that is 7 or 8 strokes better than his handicap, he will consider the machine as an expensive video arcade game and probably won't come back.
- There are several basic features that directly affect realism of play. There are two types of picture graphics available: one is computer-generated graphics; the other is computer reproduction of photos. The golf simulators that use photo graphics are not 3-dimensional. They do not recognize contours or vertical obstacles on the golf course and the realism is lost. Computer generated graphics have the advantage of being truly 3-dimensional and can provide the user with many viewing options not available on other simulators. However, all systems that use computer graphics are not equal. There are a couple of good ones and some very mediocre systems.
- The type of sensor system must be considered. Some systems can calculate ball spin and others cannot (although they may try to convince you they can). If the simulator cannot accurately calculate ball spin, it cannot display true ball flight. The machine cannot differentiate between a pull, hook, slice or push. The result is diminished realism.
- Putting options on a golf simulator are important. Some provide on-screen putts that are influenced by the contours of the green. Many do not. Some have no on-screen putting at all. One system limits the minimum putt length at 6 feet while some others allow putts down to 2 feet which is much more realistic.

- Cost is necessarily a primary consideration. However, be careful about buying the “low cost” version from any manufacturer. This usually means you will get a cheaper enclosure, a low performance computer and a projector that is not top-of-line. You can save a few dollars only at the expense of quality performance. What about the expensive 45 to 50 thousand dollar units? Simply put, they are way overpriced. You can get the same performance from machines in the 30 thousand-dollar price range. Seriously consider how that affects your return on investment. You can pay \$135,000 for 3 of the \$45,000 units or you can pay \$120,000 for 4 units priced at \$30,000 each. The return on investment from 4 units is 33 percent higher than that of 3 units. That is an extremely important issue. You also save \$15,000 on the initial purchase price. Do not be fooled by an aggressive and exaggerated sales pitch: if you buy the high priced machines, it is really a waste of money and you will not get better performance, accuracy or reliability.
- To those who are considering the purchase of a single simulator for the purpose of making a living from rental time alone: you will probably be disappointed. On the other hand, if you add a simulator to a facility with other sources of income, it will attract more customers and become a profitable investment due to additional overall income.
- Very few simulator systems include club fitting, virtual ranges and databasing golf swing analysis software that can be used to provide the customer with professional clubfitting and teaching services. This is a very attractive feature to have during times when simulator play is slow because it allows you to generate income in other ways. During the peak golfing season, simulator play will always decrease but the demand for golf instruction and new equipment will increase. You need the golf swing analysis feature to provide that service. It is an added operational mode not available in most simulators.

We are always available to answer your questions. Take advantage of our 30 years of experience in the golf business and give us a call. You will receive honest straightforward answers.