

THE GOLF REPORT

Trade News for the Golf Industry

Week 0803

© SportsOneSource, LLC

January 21, 2008

AboutGolf has become one of the dominant forces in the golf simulator landscape through constantly pushing the bar both in the playing experience and in the feedback generated for the player. The company sees its growth going forward in the green grass and residential markets. Additionally, AboutGolf has seen tremendous growth internationally, especially in the UK, China, Japan and Korea. At the show, the company launched 3Trak, which will be ready in April. 3Trak utilizes high speed photography to process nearly 2,000 frames per second from 3 different perspectives, allowing the simulator to triangulate ball flight and swing characteristics and generate extremely accurate representations on screen.