



TRACKMAN GAMING BAY

Generating revenue and excitement for your driving range and golf club

→ HOW IT WORKS

The TrackMan Gaming Bay is a super-friendly stand-alone gaming and practice station for your driving range.

The entire system including a TrackMan radar unit and touch screen monitor are connected from your range to the Internet. All playing sessions including stats and images are uploaded in real-time to the user's profile on mytrackman.com

On mytrackman.com, players can review, share and compare sessions at their leisure, take part in monthly matches, contests and much more.

→ TRACKMAN GAMING BAY BENEFITS

- ✔ The TrackMan Gaming Bay brings together the best in game improvement, instruction and entertainment to increase customer engagement and add real value to your golf business
- ✔ The TrackMan Gaming Bay enables target practice, shot feedback, club gapping, social marketing and much more - all neatly tied together on the mytrackman.com golf community
- ✔ The TrackMan Gaming Bay is changing the way beginners to professionals enjoy and improve their golf game

→ THRILL YOUR GOLFERS

Give your customers the power, precision and advantages of TrackMan to enjoy and improve their golf – on their own and at their own pace!

Featuring TrackMan's industry leading golf shot analysis applications the TrackMan Gaming Bay enables golfers to compete against themselves, in groups or your entire facility by hitting balls at targets and scoring points based on accuracy and distance.

Players can take part in local TrackMan competitions every month to win great prizes and see their results on Leaderboards at your facility and online at mytrackman.com

Golfers can also choose to use the gaming bay for their own shot analysis, to compare clubs, gain distance control and much more.

→ BUILD YOUR BUSINESS

- ✔ Make your club/driving range stand out from the pack
- ✔ Gain a new source of revenue – you decide how much to charge for playing
- ✔ Create more opportunities to engage members with matches, games, contests, teaching and more
- ✔ Take advantage of new marketing channels via MyTrackMan.com and sponsorship opportunities

→ WHY YOUR CUSTOMERS WILL LOVE IT

It's like having your very own TrackMan

Makes golf improvement fun & focused

You are always hitting at a target – considered by golf's finest to be crucial to game improvement

You learn precisely how far and accurately you hit every shot

Anyone can practice just like the pros by using targets, statistics and TrackMan to focus their training

You can see and document (via printable reports) game improvement

Be part of an online golf community – mytrackman.com

Review sessions and stats at your leisure online and with mobile devices



TRACKMAN GAMING BAY



➔ GET TWO SYSTEMS FOR THE PRICE OF ONE* TRACKMAN GAMING BAY - APPLICATIONS

If you would like to further engage your members with the very best in golf teaching and instruction then why not add a TrackMan Pro to your Gaming Bay package. You can rent both the Gaming Bay and TrackMan Pro for one very cost effective price.

With both the TrackMan Gaming Bay and TrackMan Pro, you get the golf industry's most advanced game improvement tools. Not only will you generate revenue with your customers able to entertain themselves with the TrackMan Gaming Bay, your PGA professional/teachers will be taking advantage of TrackMan Pro to provide cutting-edge services as well.

*Only available for first gaming bay installation



Players compete against each other via multiple game options

➔ ABOUT TRACKMAN PRO

Geared to your PGA Professional/teachers and club fitter, TrackMan Pro is the choice of the PGA Tour, USGA and R&A for swing and ball flight analysis. Nearly every big name teaching and tour professional, club-fitter and manufacturer around the world uses TrackMan.

Your golf professional or club fitter simply plugs in the portable unit on your range to provide lessons and advice.

TRACKMAN PRO - APPLICATIONS



Video, swing and ball flight integration for teaching

➔ TRACKMAN SYSTEM REQUIREMENTS

1. Covered hitting-bay with power outlet to mount Gaming Bay radar unit and shield touch-screen from weather
2. Backroom with high speed Internet to install computer
3. Computer and printer in reception for ticket sales
4. Mounting of TrackMan targets on the range*
5. Computer for TrackMan Pro software
6. Screen in reception or restaurant (Optional)

* Official TrackMan targets can be purchased from TrackMan

➔ TRACKMAN INCLUDES

1. Installation, service and repair of all TrackMan hardware (radar units, touch-screen, computer & fixtures)
2. Onsite staff training
3. Ongoing development of software applications
4. Technical support through phone and remote software
5. Continuous development and promotion of MyTrackMan.com
6. Marketing assistance and support via TrackMan's partner- site (Campaign templates, Videos, Graphics & more)

➔ BUSINESS MODEL

The Trackman solution is an annual hardware rental and a software license agreement based on a 4 year contract. The contract may be extended thereafter on a yearly basis.

	Year 1	Year 2	Year 3	Year 4
Installation fee:	£ 2.200			
Gaming Bay - Annual fee:	£ 7.000	£ 7.000	£ 7.000	£ 7.000
TrackMan Pro Rental - Annual Fee:	£ 2.500	£ 2.500	£ 2.500	£ 2.500