



November 14, 2024

PGA OF AMERICA | SHOW
JANUARY 21-24, 2025
ORLANDO, FL, USA

PRELAUNCH - EXTENDED SCRIPT FOR EXHIBITOR CATALOG LISTING

PRODUCT AVAILABILITY - EARLY 2025. CONTENT SUBJECT TO CHANGE

Why Visit Our Putt Preview Booth:

Visit the Putt Preview booth to discover how cutting-edge technology can elevate your putting game. Our mobile based putting practice aid and software uses advanced metrics like stroke tempo, backswing length and downswing speed to visualize your putt stroke with exceptional precision. You'll get a hands-on demo of our AR-guided aim assist, powered by LiDAR, and see how it helps golfers center and align the direction of their putter face. Learn how Putt Preview records your putts and tracks your putt outcomes over time - indoors and outdoors - giving you key insights to consider and/or review with your coach. Stop by to experience the future of putting practice aids and take your putting to the next level.

Product Description:

Putt Preview is a mobile, high-tech putting practice aid designed to give golfers precise, data-driven insights into their putting stroke. It measures essential putt metrics - distance, centering, aim - and stroke metrics - tempo, backswing length and downswing speed. It also offers putt tools to help with your putting exercises....like a virtual 2 to 24 degree adjustable Arc mat placed on your putt surface! Lastly, the app is completely self contained. It does not require WIFI or a blue tooth connection to operate its putting functionality and storage. Certainly, if you choose to share a report over a network, a connection is required.

Leveraging LiDAR and AR technology, the app provides real-time aiming assistance, allowing golfers to visualize and align their putts accurately. It logs each putt result, enabling users to track progress over time and see how their putting evolves. Designed exclusively for iPhones with LiDAR, Putt Preview brings a professional level of visibility and feedback to mobile computing. The app's user-friendly interface and powerful visual tools make it suitable for players at any skill level. In addition, coaches can use Putt Preview to review and refine their students' putting performance with objective, consistent data.

Preliminary LiDAR Specification:

Less than 5 seconds to establish a topography mesh; working putt range of up to ~10'; stable & accurate (< 1" at ~8'); no need for WIFI or an internet connection to operate putting functionality and storage; requires an Apple iPhone PRO or PRO MAX device - iPhone 13 series and later.

UPFRONT NOTE:

Our product consists of a high quality, light weight, clamping mechanism that attaches to the top of the putter's grip. This mechanism houses an Apple iPhone device.

Our team wholly agrees that adding weight to a putter shaft is only acceptable in certain, exceptional circumstances (examples: putter fitting, counterbalance putters). We have spent extensive resources and time considering possible design approaches. Upon selecting the current design as the most viable, high value and practical approach, we have taken considerable effort to minimize our product's weight without compromising quality and performance.

We believe:

1. By placing a mobile device at the top of the grip, significantly reduces impact on putter head MOI (adds an equivalent of ~4g of mass to a head weighing ~350g using a 35" shaft). Our field trial feedback confirms that the impact on 'feel & flow' of the head is not significant.
2. A total add-on weight of ~340g (device and holder mechanism) while offering some counterbalance benefits, adds to shaft weight.

Our position:

As a high value, comprehensive putting practice aid for amateur golfers, we believe the substantial benefits and economical value offered by Putt Preview justifies this unique approach. We invite you to come and see for yourself!

See you at the conference!

Sincerely,
Russ Kalil
Application Development & Owner
russ@puttpreview.com