

# MIA Golf Technology

## The Awesome Golf Range

Game Changing Technology



The Awesome Golf Range

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## WHO IS MIA GOLF TECHNOLOGY?

We are golf training technology experts.

Experienced players who understand how technology can make the difference between good and great performance, working to deliver reliable, advanced and game-changing technology that will transform your play.

# MEET THE TEAM



## Iain

Iain Mackenzie has a vast amount of experience in the golf industry and for the past 25 years has worked in Golf management and corporate events. Since the formation of MIA Sports Technology in 2007, Iain has been responsible for the sales, installation and training of a number of golf technology products, including FlightScope.

He represented Yorkshire 135 times, was County Champion in 1977 and 1980 and European Mid-Amateur Champion in 2004. He was Captain of the Yorkshire Team in 1992 and from 2002-07, when they were English County Champions 3 years running. During his captaincy, Iain had the privilege of working with players such as Danny Willett, Matthew Fitzpatrick, John Parry, Chris Hanson, Danny Dennison, Steve Uzzell, and Graeme Clark.



## Malcolm

Malcolm Mackenzie has been a European Tour Professional Golfer for over 30 years and has played over 600 European Tour Events. Highly respected by his peers, he won the French Open in 2002 in his 509th event.

After a series of injuries, Malcolm now directs his energy and experience on the business side of golf, while playing a few events on the Legends Tour.





## HOW WE WORK



1

### Demo

We can provide an online presentation of the Awesome Golf Range Software to all interested parties. In some cases we can also provide an onsite demonstration. Please contact us to arrange this.

2

### Scope

If the project is acceptable, we will conduct a site visit or acquire detailed plans of the site to scope the physical installation requirements and create an installation plan. This includes technical features such as power points, networking, and computer mounts.

3

### Order

Once ordered, we will acquire the necessary equipment from our suppliers and provide an expected final installation date.

4

### Installation

As the hardware arrives, we configure it off-site to reduce range installation time. The FlightScope radar units will be installed and calibrated by a FlightScope engineer. Range targets and bay positions will be measured and added to the 3D environment. Range ball compensation will be calibrated to your specific range balls.

5

### Launch

Our partnership with a specialist golf marketing agency means we can provide a launch event, national golf media coverage, and assistance with social media marketing and local media coverage. This service comes as an additional cost—please ask for more details.

5

### Support

We commit to supporting your installation long after you launch. If you experience issues, our team will connect remotely to view the issue and resolve it as quickly as possible.



## THE AWESOME GOLF RANGE

### What is the Awesome Golf Range?

The Awesome Golf Range, powered by FlightScope, offers your customers a permanent Driving Range solution. With better data, software, and screens, it hits areas that other ranges miss.

With real-time shot tracking from the tee to the turf, it offers players a cost-effective way to gain amazing insights into each shot. Using 28 club and ball data parameters, the Awesome Golf

Range allows players to play games and analyse swing and ball flight with unerring accuracy.

With flexible customisations and integrations, MIA will support you by tailoring the Awesome Golf Range to your needs. With a minimum of 5 metres of ball flight required, it's the perfect fit for all kinds of Golfing environments, tracking both big drives and delicate short-game shots.

## BENEFITS

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### Versatile

Only 5metres of space needed indoors,  
2.5metres outdoors

### Cost effective

High tech radar system in every bay at an  
affordable price

### Scaleable

Can be used in facilities with just 1 bay, or  
ranges with many bays

### Data quality

28 data data parameters including club head  
data as well as ball data

### Customisable

Tailor the Awesome Golf Range to your  
facility

### Competitive

Leaderboards and games bring a  
competitive edge to the range

## FEATURES

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- **3D tracking radar that tracks the club head, as well as the ball**
- **Customisable coaching dashboards for coaching and club fitting**
- **Multiple game options such as virtual golf and family game modes**
- **Internal and external leaderboards and competitions**
- **Customised hardware to track all types of shot**
- **Ethernet and power cable connections**
- **Mounting options: 100mm vesa mount (same as standard TVs) or mounting stand provided**

## WHAT DATA PARAMETERS DOES IT TRACK?

The Awesome Golf Range software tracks a huge range of data parameters, including crucial club head data.

### Full swing

- Ball Speed
- Club Head Speed
- Smash Factor
- Carry Distance
- Launch Angle
- Spin Rate
- Apex Height
- Flight Time
- Angle of Attack
- Spin Loft
- Launch Direction
- Spin Axis
- Roll Distance
- Total Distance
- Lateral Landing
- Shot Dispersion
- Shot Type
- Face to Path
- Face to Target
- Dynamic Loft
- Club Path
- Vertical Swing Plane
- Horizontal Swing Plane
- Low Point
- Vertical Descent
- Angle Curve
- Club Speed Profile
- Club Acceleration Profile
- Face Impact Location

### Chipping

- Ball Speed
- Club Speed
- Smash Factor
- Carry Distance
- Launch Angle
- Spin Rate
- Height
- Flight Time
- Angle of Attack
- Spin Loft
- Launch Direction
- Spin Axis
- Roll Distance
- Total Distance
- Lateral Landing
- Shot Dispersion
- Vertical Swing Plane
- Horizontal Swing Plane
- Face to Path
- Face to Target
- Dynamic Loft
- Club Path
- Low Point
- Vertical Descent
- Angle Curve
- Club Speed Profile
- Club Acceleration Profile



# WHERE CAN THE AWESOME GOLF RANGE BE INSTALLED?

The Awesome Golf Range needs a minimum ball flight of just 5 metres, opening up the possibility to install it in many different locations.

The user-friendly software makes it suitable for unattended operation, with no settings being visible to customers, bay-specific messages, and an integrated online booking system.

With multi-mode software, no minimum number of bays, and adjustable surface firmness, the Awesome Golf Range is completely versatile and can be adapted to suit your facility.

It can help you create a competitive atmosphere through site-specific leaderboards, and hosting events that use its competitive game modes such as 'Closest to the Pin'.

Optional extras include having your own course added to the software, integrated food and drink systems, a secure kiosk software, and remote support to enable direct access to a computer if an issue occurs.

# HOW DOES THE BOOKING AND LOGIN SYSTEM WORK?

## A quick and easy login process

The login process is simple, letting you get started without a username and password: you simply login using a QR code via the free 'Awesome Golf Community' app. Registered users can track their detailed stats and achieve leaderboard entries, while unregistered players can enter their name and play. An auto-logout feature operates after a prolonged period of inactivity.

## Customer payment options

### ONLINE BOOKINGS

- Integrate time and bay online booking into your website or app
- In-bay greeting e.g. "Welcome Bob!"
- Browser-based admin for on-site sales
- Countdown timer visible in-game
- PIN usage optional
- Differential pricing if bays are not equal

### JUST PLAY

- No booking or payment required

### TIMED PLAY

- Pay and play with no booking element
- PIN codes grant X minutes of play, not related to the time of day
- Countdown timer shown in-game
- Differential pricing if bays are not equal



## WHAT FEEDBACK DO RANGE MANAGERS GET?

### Data and analytics

- Live bay usage and bay status available online
- For marketing, receive basic contact details of your customers (GDPR compliant)
- Specific data queries run on request
- Site usage broken down by day/week/month
- Site usage broken down by bay

# COMPUTER OPTIONS

## Indoor Computer

		27" Premium Computer	21" Standard Computer
<b>Computer Specs</b>			
Processor	Intel Core i5	✓	✓
Audio	Built-In Stereo Speakers	✓	✓
Network	2 x Gigabit Ethernet	✓	✓
USB	1 x USB 3.0	✓	✓
Weatherproofing		IP65	IP67
Power	External Power Block	✓	✓
Video Output	HDMI	✓	✓
<b>Screen Specs</b>			
Screen Size		27"	21"
Aspect Ratio	16:9	✓	✓
Screen Resolution	1920 x 1080 (FHD)	✓	✓
Brightness		IP65	IP65
Touch	Capacitive (P-CAP)	✓	✓
Screen Hardness	7H	✓	✓
Screen Treatments	Anti-Reflective Glass and Optical Bonding	✓	-
		<b>£2,550 RRP (excluding VAT)</b>	<b>£1,300 RRP (excluding VAT)</b>

## Outdoor Computer

		32" Ultimate Computer	32" Ultimate Screen	27" Premium Computer	27" Standard Computer	21" Standard Computer
<b>Computer Specs</b>						
Processor	Intel Core i5	✓	✓	✓	✓	✓
Audio	Built-In Stereo Speakers	✓	✓	✓	✓	✓
Network	2 x Gigabit Ethernet	✓	✓	✓	1 x Gigabit Ethernet	✓
USB	1 x USB 3.0	✓	✓	✓	4 x USB 3.0	✓
Weatherproof		IP67	IP67	IP65	IP65	-
Power	External Power Block	✓	✓	✓	✓	✓
Video Output	HDMI	✓	✓	✓	✓	✓
<b>Screen Specs</b>						
Screen Size		32"	32"	27"	27"	21"
Aspect Ratio	16:9	✓	✓	✓	✓	✓
Screen Resolution	1920 x 1080 (FHD)	✓	✓	✓	✓	✓
Brightness		4000cd/m2	4000cd/m2	1500cd/m2	600cd/m2	500cd/m2
Touch	Capacitive (P-Cap)	✓	✓	✓	✓	✓
Screen Hardness	7H	✓	✓	✓	✓	✓
Screen Treatments	HDMI	✓	✓	✓	-	-
		<b>£4,100 RRP (ex VAT)</b>	<b>£2,350 RRP (ex VAT)</b>	<b>£2,680 RRP (ex VAT) GPS Tracking (+£200, UK Only)</b>	<b>£1,600 RRP (ex VAT) Metal Locking Cover (+£100) GPS Tracking (+£100, UK Only)</b>	<b>£1,450 RRP (ex VAT) GPS Tracking (+100, UK Only)</b>



## INVESTMENT BREAKDOWN PER BAY

Computer Options		Price
FlightScope hardware	FlightScope Range launch monitor	<b>£4600</b>
	FlightScope Enclosure and Installation Includes purpose-built static enclosure, installation and radar calibration	<b>POA</b>
Computer Hardware	27" Premium Range Computer Includes purpose-built static enclosure, installation and radar calibration	<b>£2500*</b> *Dependent on computer package
	Computer mount (static VESA mount)	<b>£50</b>
	Rear computer cover for signage / advertising	<b>£130</b>
Software Licensing & configuration	Awesome Golf Range Includes security software, remote support and unlimited software updates	<b>£1500</b>
	Software Installation and Configuration Includes mapping range targets and mat positions, plus remote support software and kiosk software	<b>£160</b>
	Priority Support at £12pm per bay (required) Includes remote access software, kiosk security software and priority response	
<b>Total</b>		<b>£9690*</b>





## FINANCIAL DETAILS

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### Payment Terms

Timing of payments is as follows:

- 50% at order
- 40% prior to installation
- 10% balance 2 weeks after installation

### Terms & Conditions

- Quotations are valid for 30 days.
- Quotations are subject to change due to exchange rate fluctuations or specification adjustments.
- The FlightScope Range units are covered by a 12-month manufacturer's warranty. Any repair work will be chargeable unless covered by an extended warranty.
- Range computers are covered by a 12-month warranty, after which parts and labour may be charged.
- Bay fitting, maintenance and engineering costs are not included in the initial quotation and are subject to location.
- Errors and omissions excepted.

# CASE STUDIES





## HORSHAM GOLF

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**Horsham Golf driving range** in the south of London has 16 heated and floodlit bays with the Awesome Golf Range installed. Horsham is now the region's leading driving range thanks to this tech. If your driving range doesn't have ball tracking software, it will simply cease to compete. Here's what Horsham Golf & Leisure Owner, Neil Burke, has to say:

"We have already seen footfall increase, as well as the type of use. For the first time, we are seeing more than one person in a bay. Families, and dads and daughters, are playing games together, and we're also seeing teenagers playing in groups.



The ability to track short shots and the fun games from Awesome Golf make it perfect for beginners and juniors, but our serious golfers also love the depth of ball and club data and the accessible presentation of their stats. It really is the most complete solution I have seen on the market."

## GRIMSBY GOLF CENTRE

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**Grimsby Golf Centre** in Lincolnshire has the Awesome Golf Range installed in 19 bays, allowing players of all abilities to develop their game. They have integrated with [yourgolfbooking.com](https://yourgolfbooking.com) to streamline the whole process. Here's what they have to say about why the Awesome Golf Range stands out in the market:



"There are a number of flight tracking systems available on the market, but very few that can also track the club face through impact and relate this data to the ball's flight. This sounds highly complex, but the result is an array of fun based games and some easy-to-follow stats that can lead the improving golfer to a clearer path to better play.



## CONTACT US

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