



# LAUNCH PRO

Tour-level accuracy both indoor and out. Capture ball and club\* data for industry-leading performance insights. Gold Software Subscription gives you full simulation and enhanced data visualization.

## ▲ ACCURACY ABOVE ALL

Your pursuit of longer drives, more accurate carries and lower scores requires knowing the critical data points of your swing. A personal launch monitor will give you these data points, however, not all launch monitors are created equal.

Unlike radar-based systems that set up behind the golfer and rely on algorithms to guess what happened at impact, the Launch Pro combines proprietary high speed/high resolution cameras with infrared which has been optimized in an auto calibrating three-camera system to deliver Tour-level performance and accuracy on every shot. We literally see impact like never before and this allows you to trust your swing when it matters most.

**INDOOR**

**OUTDOOR**

**SIMULATION**

## ▲ ANYTIME. ANYWHERE.

Where other launch monitor technologies struggle with ambient light sensitivity, small hitting windows and incomplete performance capturing capabilities, Launch Pro delivers unmatched precision and reliability both indoors and outdoors. You can choose any practice venue you want with Launch Pro: the range, the course, your garage or your own simulator room. You can now practice any aspect of your game anywhere, anytime you want.

## ▲ KNOW YOUR NUMBERS

We measure what matters, and we do it with the most accuracy and consistency of any personal launch monitor. Launch Pro provides exact carry distance, launch, spin and club head speed\*. When you know your numbers and measure what matters the most, you can take your practice sessions and performance on the course to the next level.

## ▲ TRUE-TO-LIFE SIMULATION

Launch Pro gives you true-to-life simulation and lets you enjoy the best of both worlds by allowing you to play on the world's best courses and dialing in your game on the range. Launch Pro precisely captures and analyzes ball and club\* performance where they matter most – at impact – to give you unmatched ball flight data in any space you can safely swing a club. Whether you want a basic setup in your garage or a custom indoor simulator room, Launch Pro is the answer.



## WHAT WE MEASURE

In partnership with Foresight Sports, the Bushnell Golf Launch Pro brings pro-grade technology to the masses. We measure what matters, and we do it with the most accuracy and consistency of any personal launch monitor. Launch Pro provides exact carry distance, launch, spin and club head speed\*. When you know your numbers and measure what matters most, you can take your practice sessions and performance on the course to the next level.

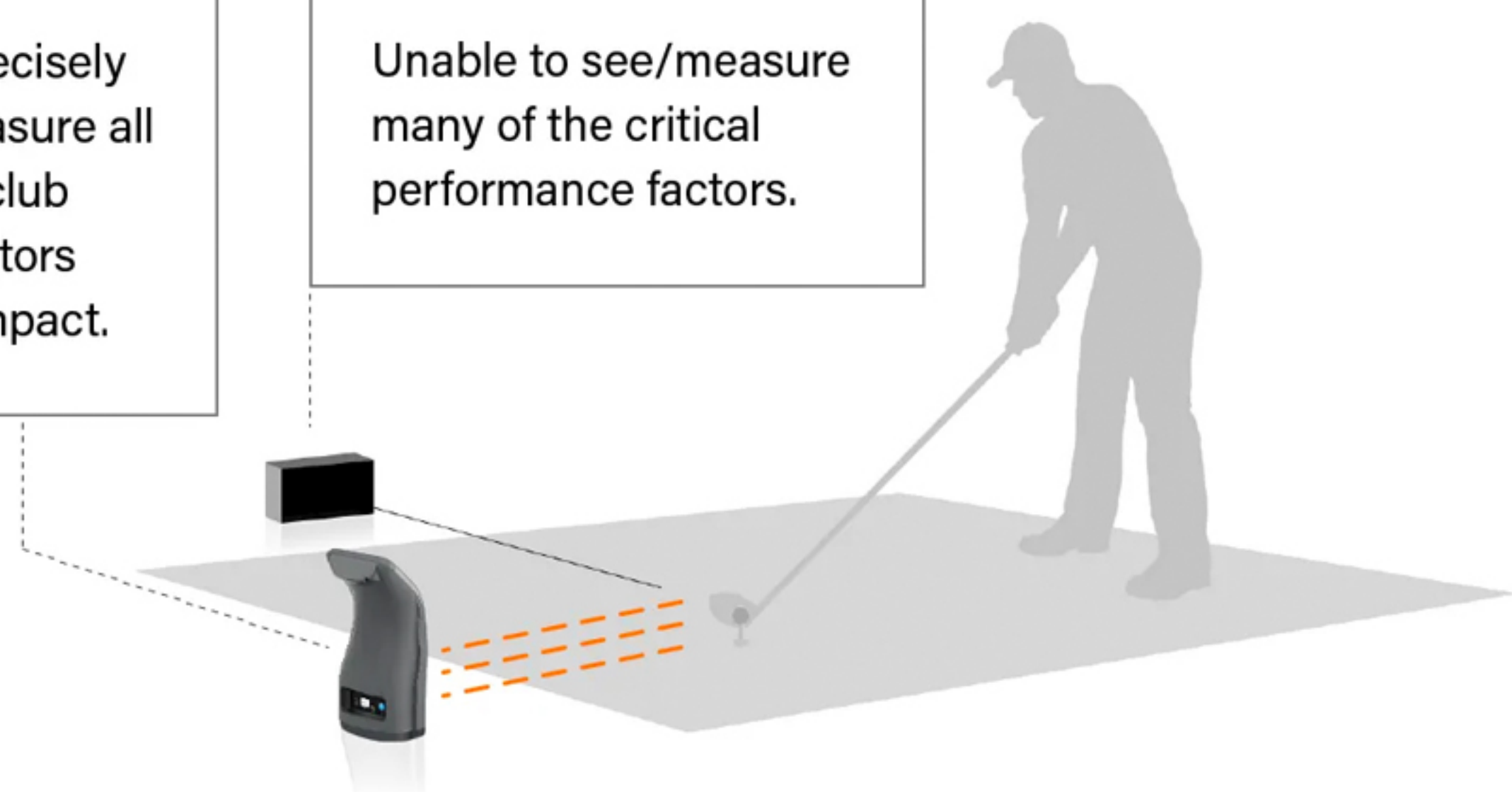
## HOW WE'RE DIFFERENT

### CAMERA

Positioned to precisely capture and measure all critical ball and club performance factors at the point of impact.

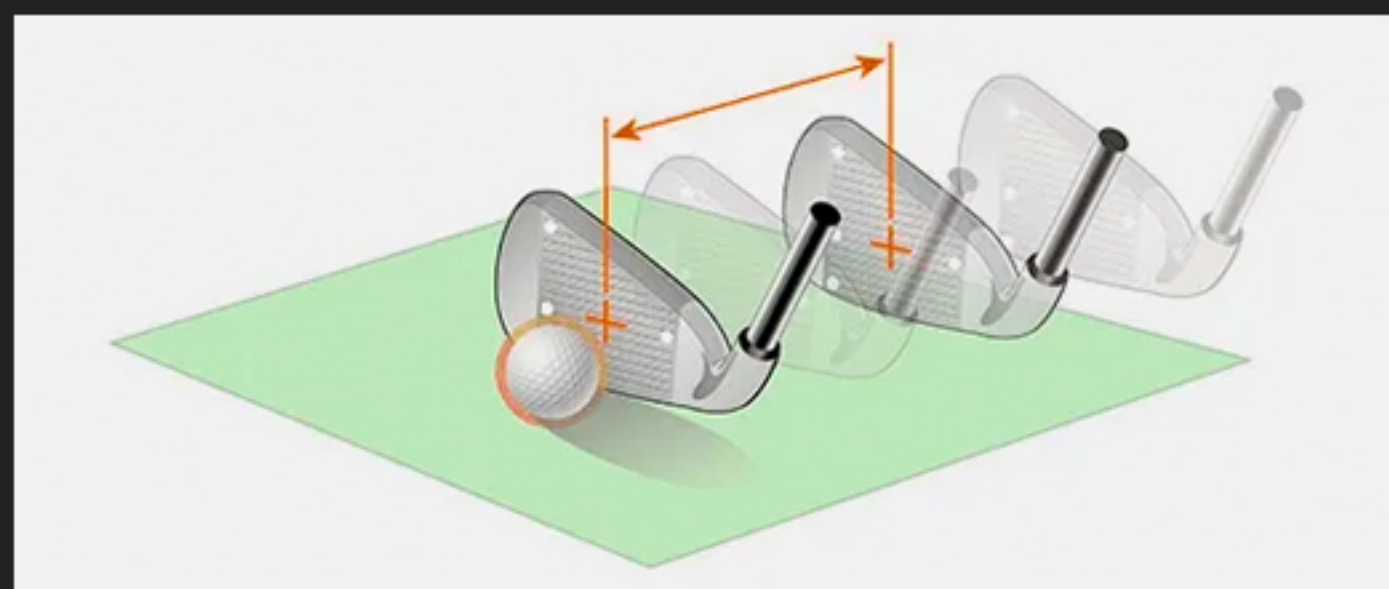
### RADAR

Unable to see/measure many of the critical performance factors.



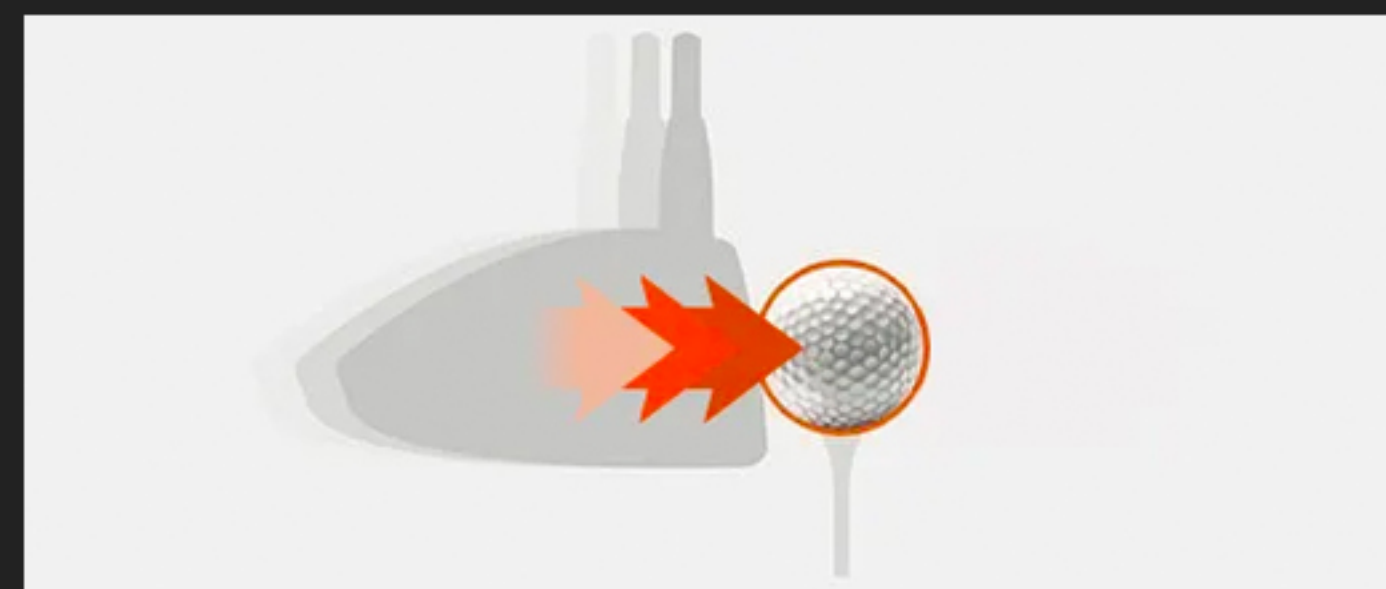
## CLUB DATA\*

The Launch Pro doesn't just look at the ball, but place one of the included markers to the face of your club to get accurate and consistent club data previously only attainable at much higher price points.



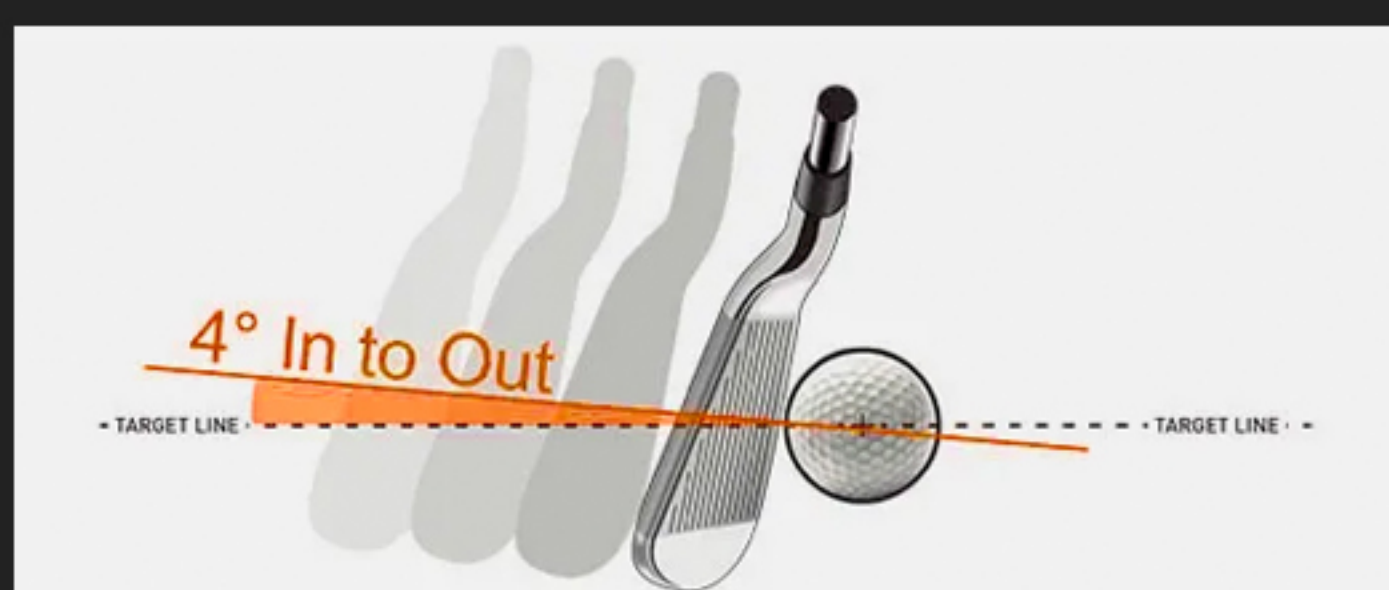
### CLUB HEAD SPEED\*

The velocity at which the head travels, measured just prior to ball contact.



### SMASH FACTOR\*

Smash Factor, also known as Efficiency, is the ratio between club head and golf ball velocities.



### CLUB PATH\*

The swing path measured in a horizontal plane relative to the target line. This data point will tell you if the club was moving from inside-out, outside-in, or perfectly down the line.

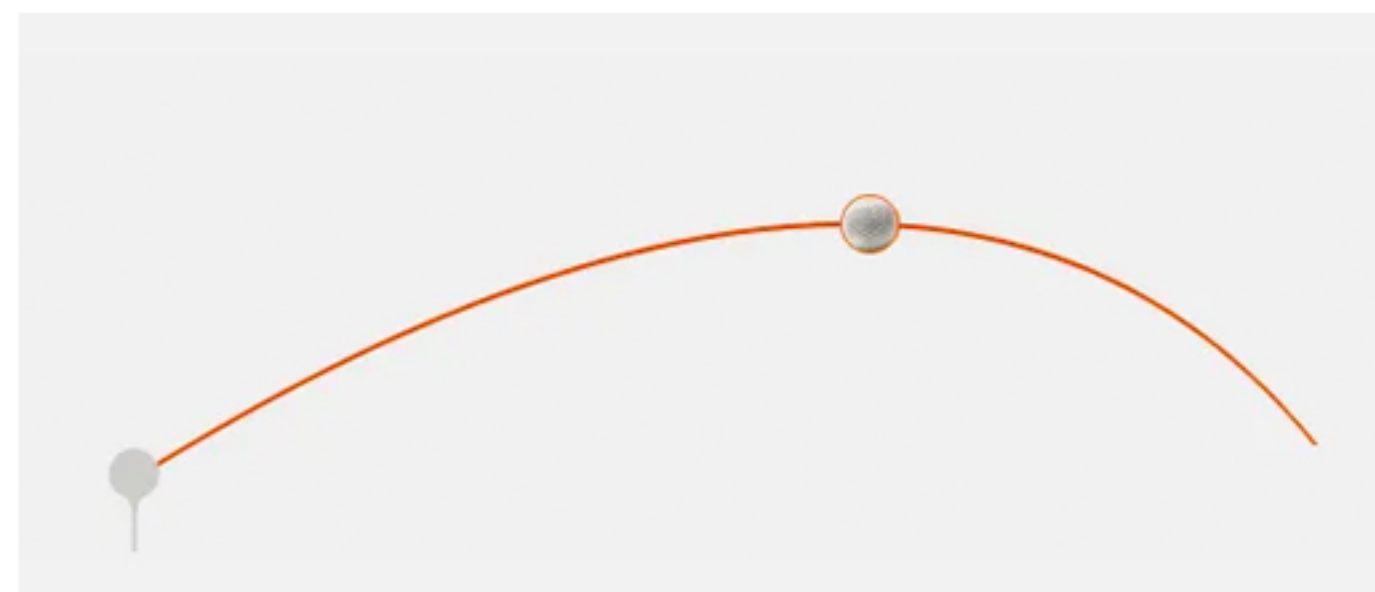


### ANGLE OF ATTACK\*

The descending or ascending path of the club head, measured in degrees. A positive number is hitting up on the ball and a negative number is hitting down on the ball.

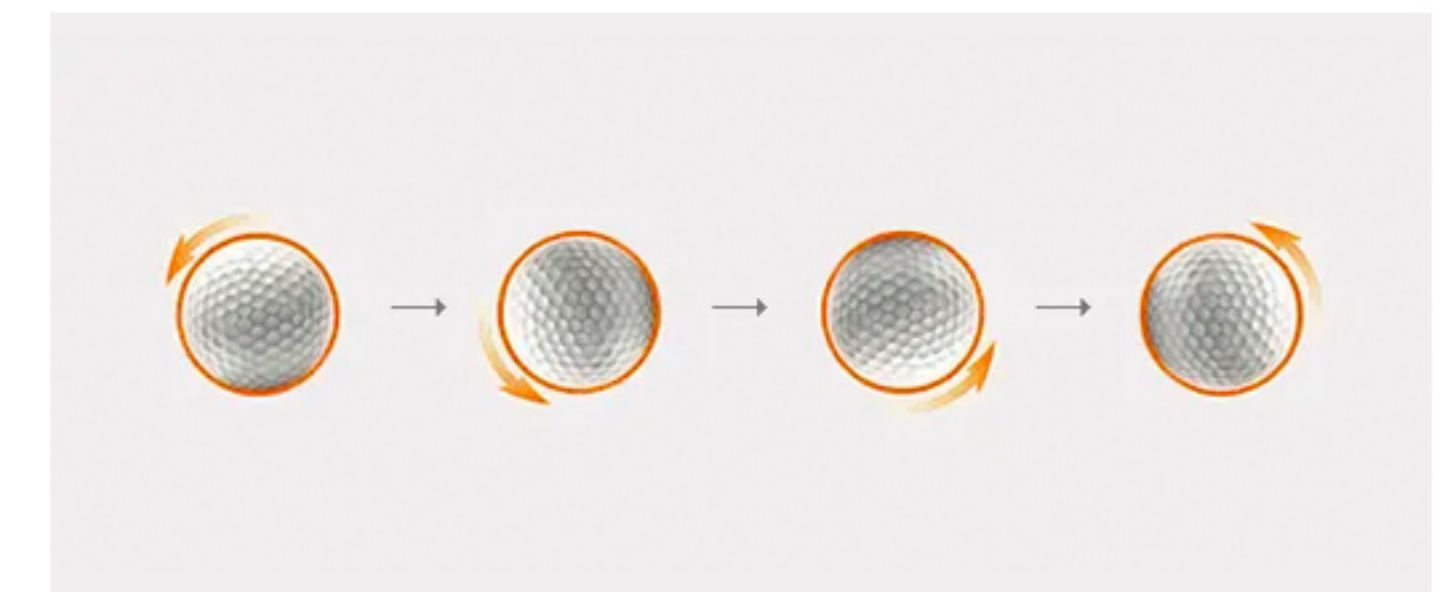
## BALL LAUNCH DATA

Ball launch data is measured by capturing images of the ball to model it in real time, and comparing it to the next captured image to determine exactly what the ball is doing post-impact. Here are the Launch Pro's key club and ball performance metrics we measure.



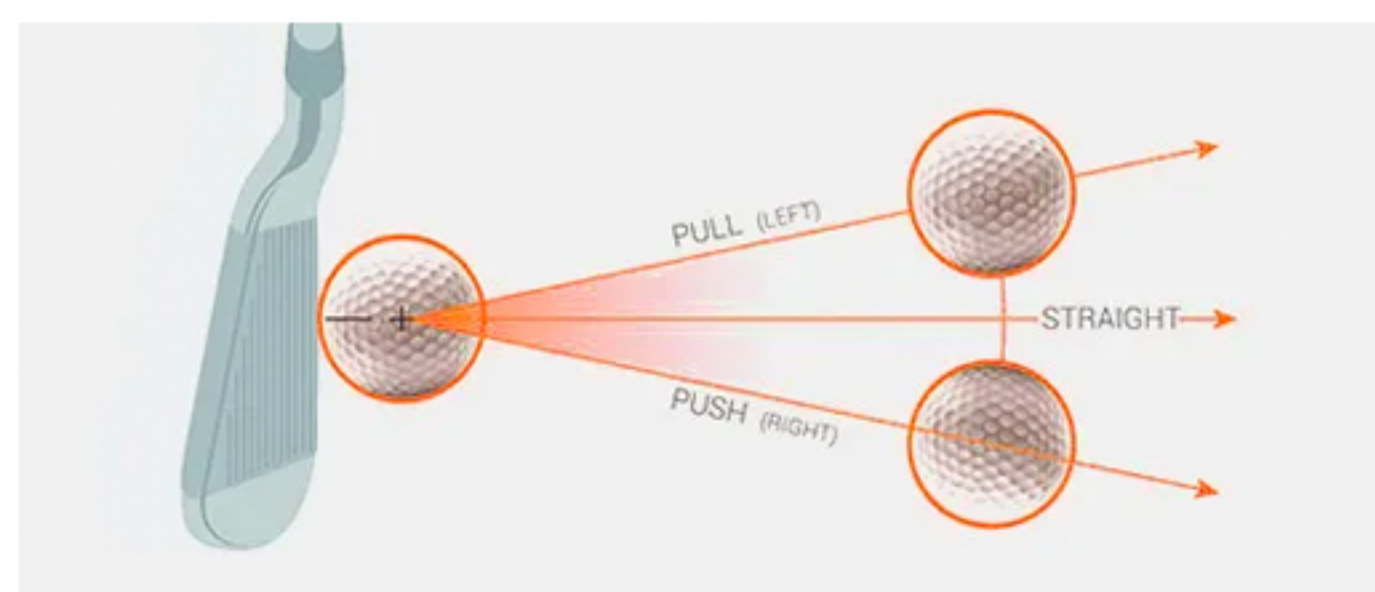
### CARRY DISTANCE

The amount of distance the ball travels through the air.



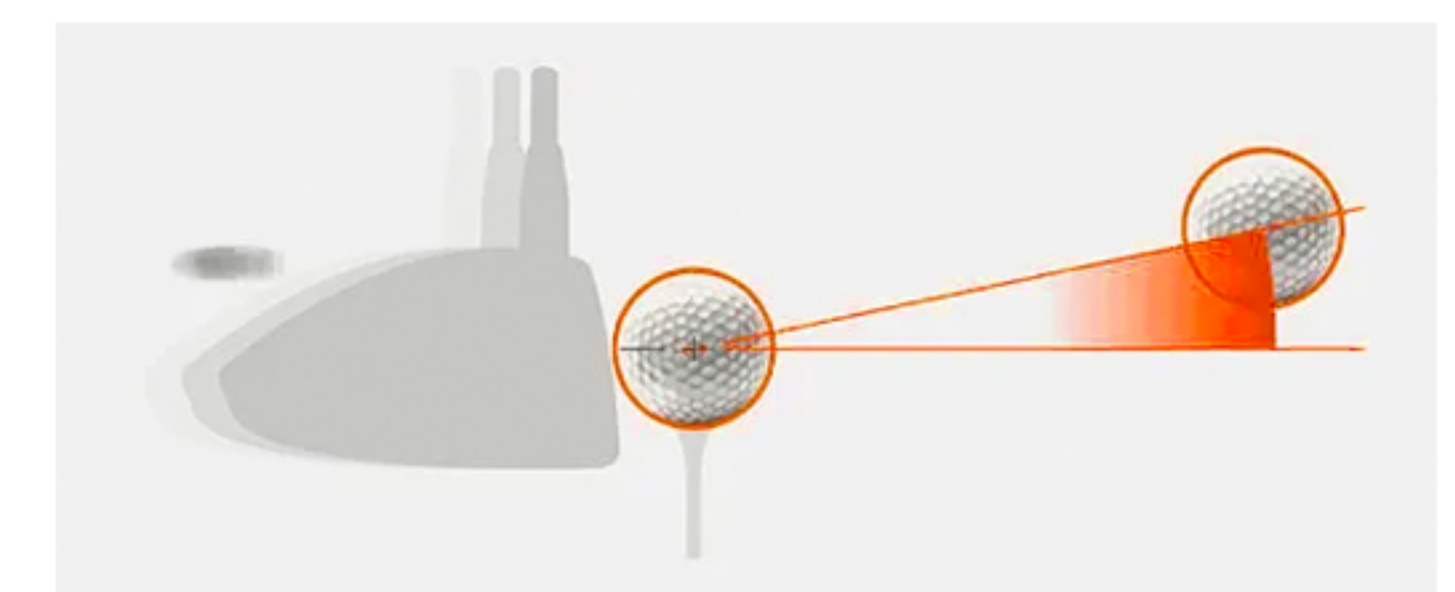
### BACK SPIN

A component of total spin that defines ball lift and trajectory.



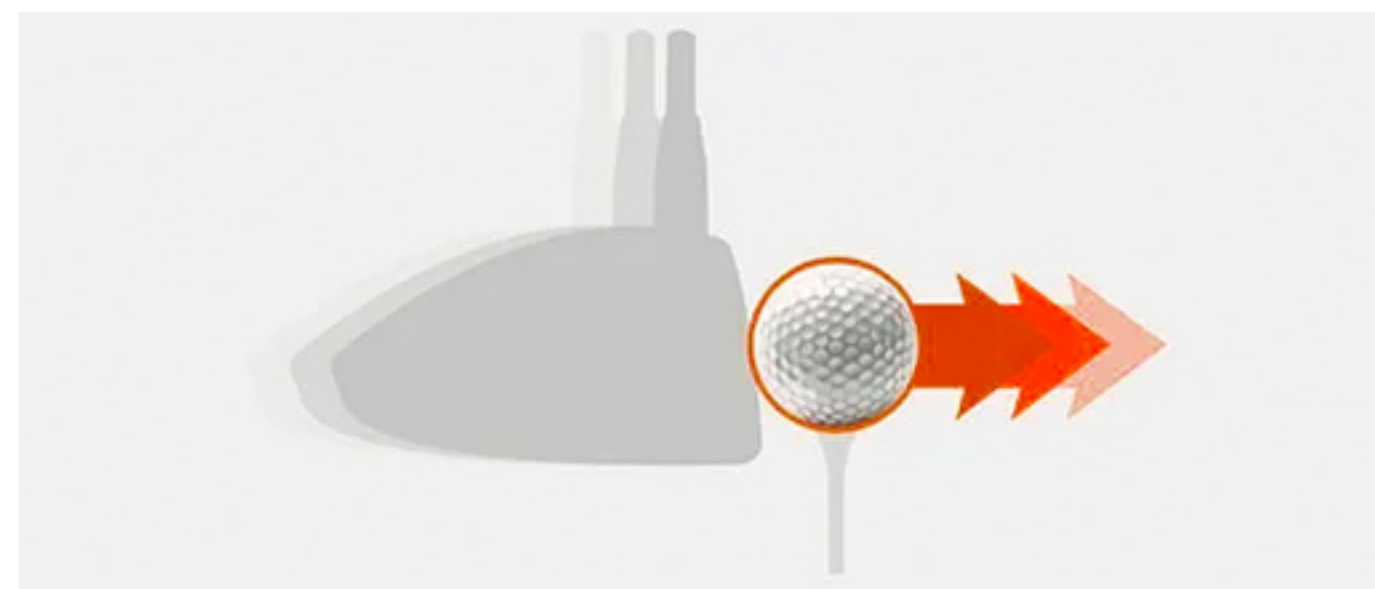
### HORIZONTAL LAUNCH ANGLE

Also known as "Azimuth," side angle, or deviation angle, it's the initial horizontal angle relative to the target line. Horizontal launch angle, combined with side spin, will determine the final ball position range relative to the target line.



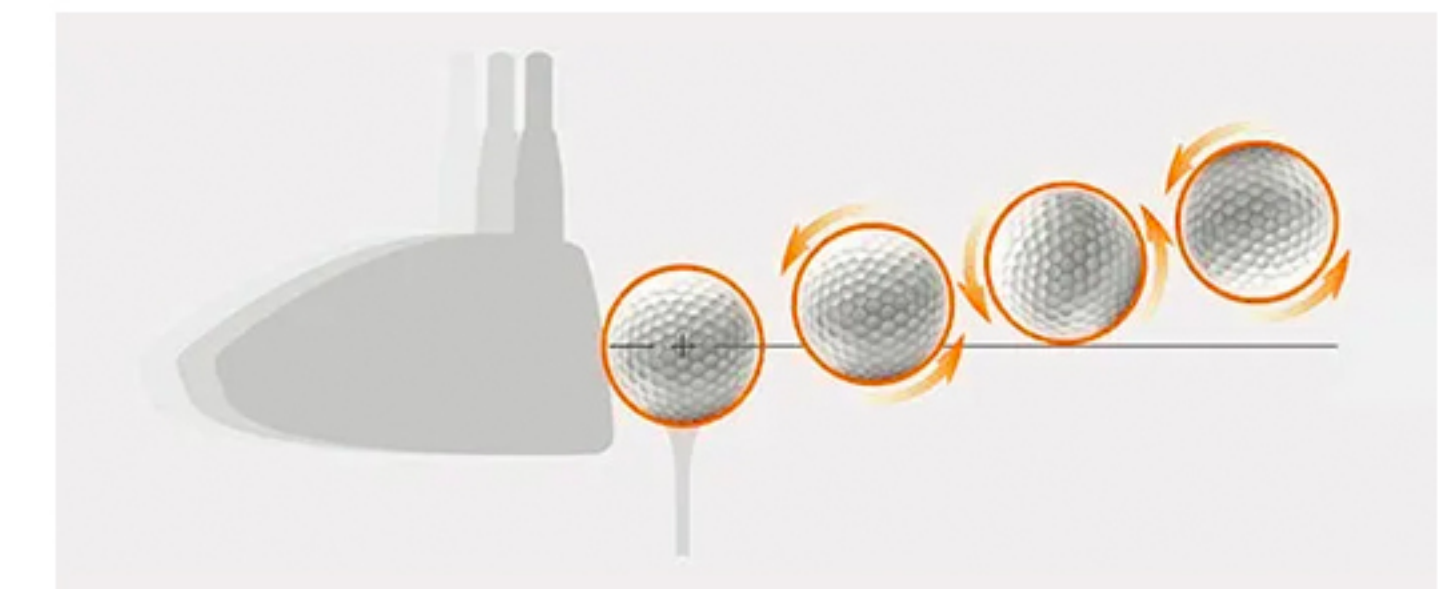
### VERTICAL LAUNCH ANGLE

The descending or ascending path of the club head, measured in degrees. A positive number is hitting up on the ball and a negative number is hitting down on the ball.



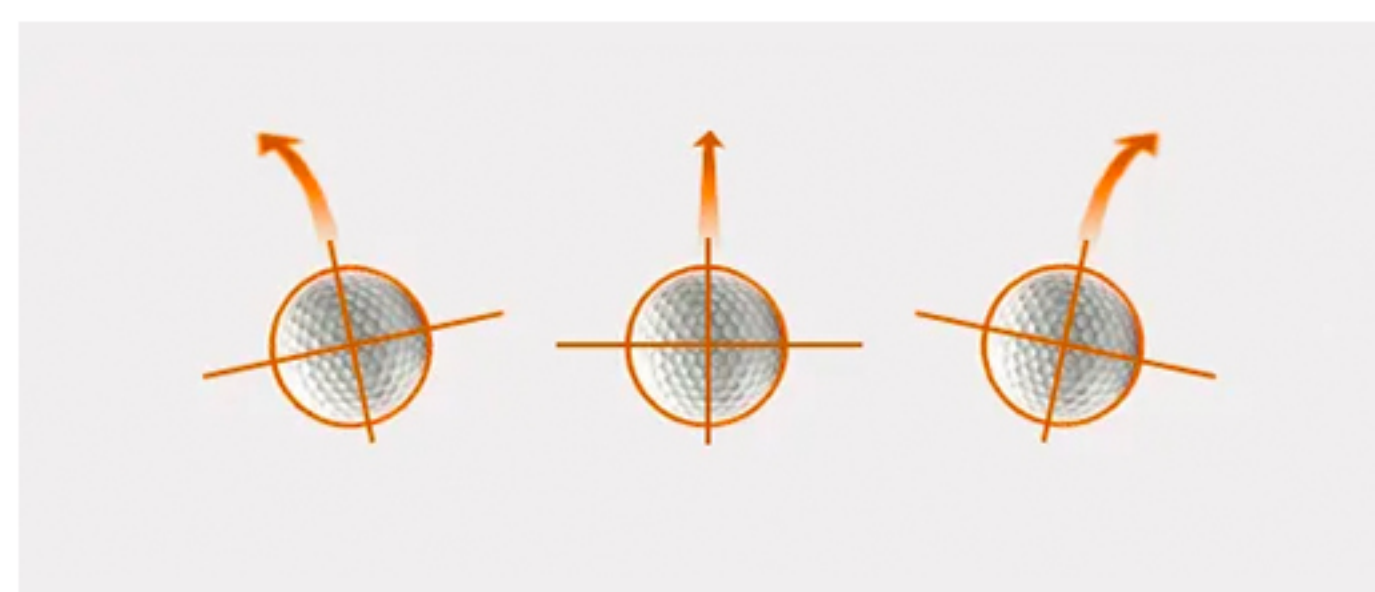
### BALL SPEED

The measurement of the golf ball's velocity just after impact. Ball speed is the main component in generating distance.



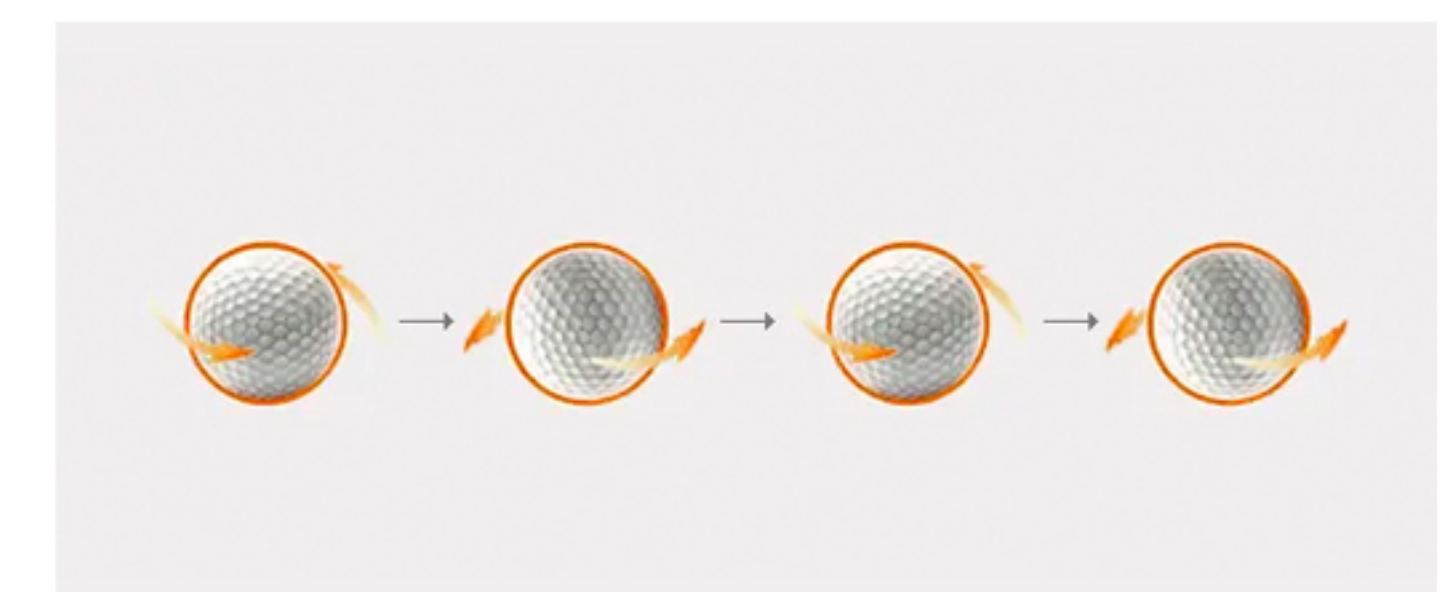
### TOTAL SPIN

The amount of total spin created around the tilt axis is expressed as total spin. This will determine the curve and lift of the shot.



### SPIN TILT AXIS

One of the most important pieces of data measure is spin-tilt axis. The spin-tilt axis is the axis that the golf ball rotates around to create shot curvature and lift.



### SIDE SPIN

A component of total spin that defines ball curvature or shot shape; related to the spin-tilt axis.

# LAUNCH PRO DATA PACKAGES

## LAUNCH PRO BALL ENABLED

\$1,999

## CLUB ADD ON

\$1,500 / \$1,750

Measure	Launch Pro Ball Enabled	Club Add On
Carry Distance	●	●
Ball Speed	●	●
Vertical Launch Angle	●	●
Horizontal Launch Angle	●	●
Total Spin	●	●
Spin Axis	●	●
Back Spin	●	●
Side Spin	●	●
Barometer	●	●
Club Speed	○	●
Club Path	○	●
Angle of Attack	○	●
Smash Fator	○	●

# LAUNCH PRO SOFTWARE

## GOLD SOFTWARE

\$499 / year

Features	Gold Software
FSX Play	25 Courses
FSX Pro	●
FSX Subscription	10 Courses
Awesome Golf	●
Access to Third Party Integrations	●

### Courses Included

- 1) Beaver Hills Country Club
- 2) Blue Bayou
- 3) Butterfield Country Club - Blue/Red
- 4) Broken Tree Golf Course
- 5) Linfield National Golf Club
- 6) Willow Crest Golf Club
- 7) Tall Pines Golf Club
- 8) Teton Pines
- 9) The Farms Golf Club
- 10) Kinsale Golf & Fitness Club
- 11) Awbrey Glen Golf Course
- 12) Barren Boulders Executive
- 13) Black Rock Golf Course
- 14) Detroit Country Club (Pine to Palm)
- 15) Glen Flora Country Club
- 16) Greencastle Golf Club
- 17) Meadowbrook Country Club
- 18) Mill Creek
- 19) Potter's Park Golf Course
- 20) Prairie Bluff Golf Club
- 21) Sunnyside Golf & Country Club
- 22) The Bedens Brook Club
- 23) Twin Run Golf Course
- 24) Wellington National Golf Club
- 25) Tropical Paradise Executive