



TALON SINKS ITS CLAWS INTO THE GOLF MARKET

[Ojee Golf](#) has unveiled a revolutionary, new digital golf training aid that, for the first time in golf's history, delivers real-time, visual feedback on golf stance, setup and angles of address.

The TALON – the brainchild of Teeside-based product designer Matt Hulbert and his father Paul – is a unique addition to the golf technology market, which enables golfers to view their angles of address in real-time and adjust to their optimal position, improving muscle memory, consistency and performance.

Following its airing on [INDIEGOGO](#) – a crowdfunding tool which empowers users to reach financial goals – seven days ago, the innovative brand managed to [raise more than £7,000 during its first 24 hours](#).

Ojee Golf has been delighted with the huge interest it has already received from the golf market, with more than 40 per cent of its 30-day £20,000 monetary goal already achieved.

The innovative product uses a digital display unit that attaches to the top of any golf club, together with a separate wireless back unit, which uses patent-pending technology to remove guesswork by calculating and clearly displaying four critical angles of address: spine angle, club shaft angle, club shaft to spine angle, and rotation angle of the club face.

The ground-breaking brand's [INDIEGOGO campaign](#) has seen it partner up with some fantastic individuals and companies within the game – including Druh Belts – which has allowed it to offer consumers the chance to [pre-order the product before its release to the public in November](#).

The product – which includes six different limited-edition, early-bird packages – is available exclusively to the INDIEGOGO community, and gives consumers the opportunity to [reserve themselves a piece of golf technology history](#).

Company director Matt Hulbert said: “We had hoped to make a splash in our first week on INDIEGOGO, and we're thrilled to say that the reaction, so far, has been great.

“It's fantastic to see the word getting out about TALON – a product we're really excited about and which, we believe, fills the gap in the market for a golf stance improvement tool with real-time feedback.

“We are all physically different, but we all share a common golfing problem: being able to consistently reproduce the exact same swing over and over again in all situations – we believe TALON is the solution.”

Ojee Golf was founded by Matt Hulbert and his father, Paul, in 2014. Matt's background in product design, combined with Paul's lifelong passion for golf led to a 12-month quest to solve a critical issue for golfers: how to establish and replicate the optimum golf stance or set up position.

Golfing legend Jack Nicklaus highlighted the importance of posture in his book, *Golf My Way*, when he said: “If you set up correctly, there's a good chance you'll hit a reasonable shot, even if you make



a mediocre swing. If you set up to the ball poorly, you'll hit a lousy shot even if you make the greatest swing in the world."

The TALON was born from these informed words and has become the driving force behind Ojee Golf's pursuit to develop a training aid unlike any other out there.

■ Visit <http://bit.ly/1KFKN0f> to pre-order your TALON

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Written and distributed on behalf of Ojee Golf by The Azalea Group.

Information for journalists

Photos of the product can be downloaded here:

<https://www.flickr.com/photos/azaleagroup/sets/72157655419674078/>

Ojee Golf

- Ojee Golf is a Teeside, UK-based startup founded by Matt Hulbert and his father Paul in 2014.
- Matt and Paul set out to solve a critical problem for golfers, which had not previously been addressed, using digital technology.
- The TALON is a digital display unit that attaches to the top of any golf club, together with a separate wireless back unit, which uses patent-pending technology to remove guesswork by calculating and clearly displaying four critical angles of address:
 - Spine angle – a belt containing a wireless back unit measures spine angle.
 - Shaft angle – the digital display unit attaches to the grip of any golf club and measures the club shaft angle.
 - Club shaft to spine angle – intuitive TALON technology syncs and calculates the club shaft to spine angle.
 - Rotation angle – with the digital display unit pre-aligner, TALON measures and displays the rotation angle of the club face.

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