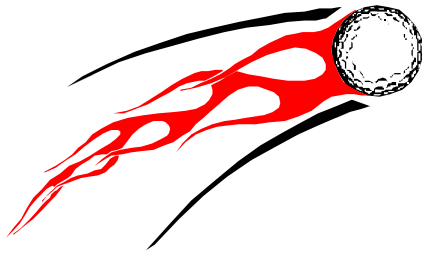


# CREATING FITTING SERVICES WITH



# OPTIMAL FLIGHT

## A BRIEF HISTORY

- OptimalFlight is a world class software program designed to work with launch monitor data, analyze it, and provide your customers easy to understand high quality graphical reports.
- Over twenty update releases have been made in past few years. Here is a quick timeline:
  - Summer 2004 – First LM experience.
  - Spring 2005 – Early prototype, 1 ball flight.
  - Fall 2005 – Data gathering and validation.
  - Spring 2006 – Advanced data validation.
  
  - August 2006 – OptimalFlight became available.
    - Works best with Driver & 3-wood data, one page report
  - **October 2006 – Major Upgrade**
    - Two page report, with angle of descent feedback.
  - **July 2007 – Major Upgrade**
    - Driver to SW range of launch conditions.
    - Three page report, with top and side ball flight views.
  - **October 2008 – Major Upgrade**
    - Clubfitting/shop personalization.
    - RealTime feature with interfaces to 6 different LM's.
    - Full Bag Profiling (20 shots) and Gap Analysis.
    - Shot-to-Shot Consistency feedback.

## WHAT CAN YOU DO WITH OPTIMALFLIGHT?

- **Ball flight analysis and optimization**  
Driver through Sand Wedge
- **Perform experiments with customers**  
Ball studies (Is there a better ball for me?)  
Shaft studies (Reduce dispersion)  
Compare heads (COG, maximizing ballspeed)  
And more!
- **Provide exclusive reports**  
Landing angle analysis over a range of spin.  
Optimization for either carry or total distance.  
Understand which club to play for elevated tee or  
fairway to green situations.

OptimalFlight reports can be instantly e-mailed to your customer. (new feature)

OptimalFlight helps you provide a fitting service that is personal, professional and second to none.

## WHAT'S NEW?

- **RealTime feature**

What does it do? Gathers recent shot hit for OptimalFlight analysis.

Goal: Saves you time from typing in the data.  
Allows screening of individual shot data.  
6 systems supported, 2 to go.

- **Shot-to-Shot Consistency** (*exclusive to OptimalFlight*)

What does it do? Compares your individual shot results to professionals and what a robot would do indoors and outdoors.

Goal: Focus your customer on a wider range of opportunities for fitting or instruction.  
Consistency leads to confidence. Help your customers reduce variation in the swing.

Every customer has a weak area in their game.  
Be part of the solution.

- **Multi-Club Profiler** (*exclusive to OptimalFlight*)

What does it do? Offers a whole new realm of ball flight analysis with up to 20 clubs.

Goal: Profile a full bag of clubs. Get to know their yardages. Properly gap a set of clubs.

## OPTIMALFLIGHT

- Runs on Microsoft Excel 2000 or later
  - > Best performance on 2000–2003
- **What's in store for 2009**
  - It will get better, and better!
  - Multi-club profiler enhancements.
  - World-class full-bag profile summary for golfer to take on the golf course.
  - 360 degree wind summaries for a club.
  - 3D profiling (vary two factors, launch angle and spin and see effect)