

# Smiley's Golf and Learning Center Introduces FlightScope Launch Monitor

## Golf Technology at Its Finest

Winston-Salem, NC (May 15, 2012) – Smiley's Golf and Learning Center has introduced the top of the line FlightScope Launch Monitor, the latest and most advanced 3D launch monitor technology has to offer. Given its portability and performance, the new FlightScope Launch Monitor will allow Brad Latimer of Smiley's Golf and Learning Center to serve his students more easily to club fit, track distances for each club from start-to-finish, and identify the correct path of the swing which cannot be seen on video. FlightScope is the world's first-ever 3D Doppler Tracking Golf Radar, a state-of-the-art, portable indoor-outdoor 3D ball-flight and club tracking device, with capabilities far beyond traditional launch monitor technology. The 3D ball tracking device measures a number of variables related to the golf ball including real time tracking, ball speed, both vertical and horizontal launch angles, sidespin and backspin. FlightScope can also help with your golf swing analysis by measuring variables related to your golf club including club head speed, club vertical attack angle, club horizontal attack angle and club face angle. "Adding FlightScope to our already state-of-the-art arsenal of golf training equipment and technology will give us data that is much more accurate than video, allowing us to provide a blueprint for better ball striking," said Latimer, PGA Professional and Owner of Smiley's Golf and Learning Center. "With the technologies of FlightScope, we get extremely accurate ball flight and club delivery data which proves to be a valuable tool for golf instruction, swing analysis, ball and club fitting, and club recommendations."



EDH, maker of FlightScope, is a product development company founded in 1989 by Henri Johnson, inventor and electronic engineer. EDH develops products for the defense and sports markets, and has as its core expertise the design and development of 3D tracking radar systems. FlightScope was first demonstrated in Ponte Vedra Beach, FL in 2001; and was introduced at the 2004 PGA Merchandise Show. In addition to its use at high-profile teaching academies and by club fitters worldwide, Tour professionals and avid golfers devoted to game improvement use FlightScope for personal practice. FlightScope is also known for its ease of use as well as the precision and accuracy of its technology. FlightScope employs phased array and ballistic tracking technology to accurately record ball trajectory and actual launch data.

### FlightScope Fittings and Lessons

Special Introductory Rate

Until July 31, 2012: \$60/one hour lesson

Starting August 1, 2012:

\$80/one hour lesson

 **FlightScope**  
Master your passion