A peek at the leading-edge and near-future technologies for tomorrow’s golf industry

October 17 – 18, 2012 • Rosen Shingle Creek • Orlando, Fla.
About the Project

The use of technology in our everyday lives is pervasive, improving upon our day-to-day activities. The same is true for the game of golf. While a golfer’s game largely depends on skill, the use of technology can help improve technique, course travel, apparel and club house environment. The brand new exhibit, GOLF 20X is designed to demonstrate just how technology and golf can integrate to create an even better experience, and shows us the future of golf.

This hands-on exhibit, produced by Hospitality Financial and Technology Professionals (HFTP), brings to the forefront upcoming technologies that could have gone unnoticed. The technologies on display were selected by a special GOLF 20X committee, consisting of hospitality experts from major country clubs and golfing venues. The committee has no association to any of the companies who have technologies on display, resulting in an unbiased selection of technologies that truly represent the possibilities for the future of golf.

GOLF 20X follows up on the success of HFTP’s GUESTROOM 20X, a futuristic guestroom featuring the latest and near-future technologies for the modern hotel room. GUESTROOM 20X debuted in 2006 at the Hospitality Industry Technology Exposition and Conference (HITEC), and is presented every other year.

We invite you to look through the specially-selected technologies and consider the possibilities.
GOLF 20X Advisory Council

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SmartCart is a free smartphone application that allows golfers the ability to order directly from the restaurant menu anywhere on or off the facility. The application also features live tournament scoring, push notification and social network integration. The system requires no new hardware or software, and is flexible enough to fit any club size, maximizing revenue without raising overhead.
LaserGLOW Golf is the first fully mobile, rechargeable glow golf course that can be set up in an hour and taken down in less. It allows golf courses to provide an upscale, visible environment that is a quantum leap beyond simple glow sticks and glow balls. Now golf courses can offer weekly night golf for fundraisers, leagues and members like never before.
Approach S1 combines a high-sensitivity GPS receiver with a lightweight, flexible sports watch. It is ready to go right out of the box with thousands of pre-loaded courses covering the U.S. and Canada. You can measure individual shot distances and track how far you walk on the course. Approach S1 (or S1W, the white version) is golf’s first full-featured sports watch and golf GPS in one.
Mantys is a brand new type of electric powered vehicle, delivering a fun and dynamic yet comfortable ride! Our first Mantys is fully designed for the golf course. With a range of 27 holes, the Mantys has the power to effortlessly take a 20 percent climb with turf-saving tires and is therefore your perfect companion for a perfect game of golf. Mantys has a unique and fun way of handling. Rather than using a steering wheel or handlebar, Mantys is controlled by shifting your weight with carve skiing-like movements. This offers the rider a unique riding experience.
Golfcart Solar is a solar technology company that has developed a new golf cart solar panel program that delivers durable solar panels for golf carts for under $500. The technology saves more than 25 percent in electricity costs or increases the range of a vehicle by more than 30 percent. By continuously trickle charging the cart’s batteries, it helps keep the batteries charged above the 50 percent mark, where all battery manufacturers agree increases the life of a cart’s battery.
The innovative CaddyTrek automated golf caddy uses a pocket-sized sensor to follow in a golfer’s footsteps during a round of golf. Or it can be used in remote mode for easier rounds of golf. The CaddyTrek is compact and lightweight, so it’s easy to travel with.
Attach the sensor module to the underside of the shaft on any golf club. Next, take a swing, and before the ball drops, SwingSmart has analyzed the complete swing motion. Get instant feedback on an iPad or iPhone for every swing. The program shows four critical statistics: Tempo, Attack Angle, Swing Speed and Face Angle, and a unique 3D view that shows the path of the golf swing from any angle. Save and compare stats to learn what’s different and how to improve.
Energy Athletics, powered by proprietary IonX technology, is revolutionary in apparel technology as it delivers ionic energy to the body through a negatively charged electromagnetic field.
The Fujita Massage Chair is the first of its kind that can adjust the armrest to attain the ideal and appropriate space to fit any body type. It’s infrared sensor technology precisely detects different body types, automatically measuring a person’s spine length and sensing where to massage and not to massage. From the soothing palm style of Swedish massage, to deep tissue kneading, to Shiatsu massage, the Fujita has a variety of techniques to target acupoints, resulting in invigorating energy. In addition, the chair’s external speakers can be connected with external music sources, allowing you to enjoy your massage while listening to your personal music selection without earphones.
The OAKLEY CIPHER is the lightest performance golf shoe in the world (we’re talking actual golf shoes — not some kind of slipper that claims to be a golf shoe). It has NanoSpike™ technology that allows the feet to be closer to the ground, ensuring better balance with a lower center of gravity. The Factory Lite technologies make it all possible, minimizing weight to reduce fatigue, improve flexibility, free movement, reduce heat retention and maintain uncompromising durability. The upper is made with a lightweight breathable textile combined with welded components for protection. On the cleatless bottom, thousands of NanoSpikes bite into blades of grass under the feet, providing superior traction. Comfort is optimized by a moisture wicking liner and a tuned dual-density footbed with moisture wicking.
SwingShot is an HD on-course golf video camera designed to fit in the golf bag, planted in the ground, pointed at the ball, pushed to record, and placed back in the bag. SwingShot has a wide angle lens, microphone, GPS, LCD viewfinder, LED indicator and turf spike. Used for reviewing actual on-course video to share with teaching professionals and/or friends or retaining for memories of great rounds on great courses.
The Samsung SMART TV Interactive LED is edge-lit for Hospitality TVs with REACH, Samsung Lynk™ Technology, H-Browser, Pro:Idiom™ Technology and Samsung CMS (Content Management System)
Moving Murals provide an authentic viewing experience with high resolution photographs streamed in fluid motion at 24 frames per second, free from all forms of compression found in present day visual media such as DVD, Blu-ray and web video streams. Scenes are displayed on your existing HD TV screen or as framed panels in horizontal or vertical orientation. The playback system allows for continuous play, while being more energy efficient than a similarly sized window. The art can be interchanged with over 400 scenes in the gallery. Brand messaging or ads can be incorporated between scenes. Custom commissions are available.
Has your greens superintendent ever needed to get a job done on the property, such as mowing certain fairways or tee boxes, to raking bunkers and maintaining the practice facilities? Do they have a clear defined way to assign maintenance tasks to their greens staff? Learn about a new technology application that uses easily available equipment and software to assign tasks that need to get done on your property, without a duplication of efforts. Know where your staff are, what task/jobs they are assigned, and know when they are completed.
The FlightScope X2 is the world’s first wireless, battery-operated, 3D Doppler tracking radar for golf. The built-in Wi-Fi allows five Apple or Android mobile devices to be connected simultaneously. FlightScope is known for its accuracy, user friendly software, great technical support and affordability.
ezLocator integrates an innovative patent-pending technology into a software program to save golf courses money, improve employee communications and transform managing the green condition and pin placement, while automatically providing a daily pin sheet for the golfer. Using GPS and laser technology, each green is mapped and documented with the best and optimum pin locations. With the data uploaded into the ezLocator® web site for easy Internet access, the green superintendent can select and place the hole in a new area of the green daily and proactively manage the condition of the greens, as well as provide a unique and enjoyable playing experience every day for the golfer.
The ES12 is a portable launch monitor that provides for an enjoyable and informative golf experience. Combined with the Ernest Sports app, the ES12 is great for golfers of all levels of expertise. From junior golfers to scratch golfers, this system incorporates technique with enjoyment, bringing new life to your golf game. This complete package includes range data, scorecard, video analysis, bluetooth audible feedback and much more.
Swinguru Golf Pro uses data from a 3D camera to automatically detect, capture and display relevant data about a golf swing, including body position, swing plane, swing tempo, center of gravity and balance. A user simply takes a swing in front of the single camera and a 3D view of the user’s body during the swing is automatically reconstructed. Swinguru Golf Pro also provides a Match Pose functionality which allows a golf pro to set the ideal practice positions of a student to help build muscle memory and rapidly improve their technique.
aboutGolf is a world leader in golf simulator and golf performance technology. The more than 20-year-old, Ohio-based company is committed to developing and applying innovative, state-of-the-art technology to enhance and improve the game for golfers at every level. Its products, including PGA TOUR Simulators, aG Studio and Henry-Griffitts Custom Fit Golf Clubs, enable substantive learning and improvement in the game of golf.
Swingbyte weighs less than an ounce and attaches to any club just below the grip. As the club makes contact with the ball, a sensor transmits a digitized version of the swing to Apple and Android smartphones and tablets. The swing image — along with measurements of club head speed, swing plane, face angle, loft and lie angles and tempo — can be viewed during practice sessions and archived in the cloud for future reference. With the information Swingbyte makes available, golfers can pinpoint swing problems and work on their own or with an instructor to correct them.
Golfers can improve their game by practicing on the Real Feel Golf Mat all year long — at home, backyard, garage, shed or basement. The mat’s long dense fiber system accepts a real wooden tee, and lets you swing ‘down-and-through’ with true divot action for realistic practice.

J.R. Mats, Inc.
www.realfeelgolfmats.com
Texas Greens by Design is a designer and installer of synthetic putting greens and lawn grass. In nine years, we have designed and installed 500+ putting greens and 100+ lawn grass jobs. Our putting and chipping greens provide excellent short game practice, by including short and long putts, straight and level putts, and putts that break to left and right. Undulations are installed to make the green challenging and fun.