About HFTP
HFTP, Austin, Texas, USA and Maastricht, The Netherlands, founded in 1952, is the global professional association for financial and technology personnel working in hotels, clubs and other hospitality-related businesses. HFTP provides first class educational opportunities, research, and publications to more than 4,800 members globally including, the premiere hospitality technology conference HITEC — founded in 1972. HFTP also awards the only hospitality specific certifications for accounting and technology — the Certified Hospitality Accountant Executive (CHAE) and the Certified Hospitality Technology Professional (CHTP) designations. HFTP was founded in the USA as the National Association of Hotel Accountants.
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. In its second year, 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. 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

Scott Bertrand, CCM, CCE
General Manager
The Forest Country Club

Thomas Smith, CHAE
Vice President of Marketing
IBS Club Software

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2. foreUP Golf Software | foreUP
3. Smartphone Apps | Talgrace Marketing & Media
4. SmartCart Service Systems | SmartCart App
5. Cart Golf Solar USB Charging Kit | Cart Golf
6. Cart Golf GPS | Cart Golf
7. CaddyTrek | FTR Systems, Inc.
8. ezLocator® | ezLocator®
9. Gallus Golf Custom Mobile Apps | Gallus Golf
10. Creative Turf Solutions | Creative Turf Solutions
11. aboutGolf Simulator | aboutGolf
12. FAAS Lite | Cobra Puma Golf
13. Tour v3 | Bushnell
14. Garmin Approach S2 | Garmin
Mantys is a brand new type of electric powered vehicle, delivering a fun and dynamic yet comfortable ride. The 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.
foreUP provides the full club management software to run your golf course. Cloud-based solutions include: tee sheet, POS, membership/customers, restaurant, e-mail marketing, text marketing, custom mobile apps and custom web sites.

foreUP
www.foreupgolf.com
Talgrace Smartphone apps offer a variety of features. The GPS yardage and scoring and stat tracking system allows users to get accurate yardage, track their stats and keep score within the app. The push notifications allows users to segment which types of push notifications they would like to receive. This is particularly useful for private clubs with a variety of member activities. The app also includes: food and beverage order forms, surveys, tournament and event registration, social media integration, games, RSS feeds, instructor portal, hole overviews, video feeds, reservations and tee times, and weather.
SmartCart is a free smartphone app that allows customers/golfers the ability to order directly from the 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/software and is flexible enough for any size club to maximize revenue without raising overhead.
The kit is simply built to charge USB devices from the sun and not from the golf cart’s batteries. Charge your smart phones, GPS devices and speakers while you golf. The approximate charge time is two to four hours. This way you can check e-mail, play music with your phone, and have a full battery when you are done golfing. The USB Hub is powered by a 10 watt semi flexible solar panel that is mounted on the top of the golf cart. The use of cell phones on golf courses is here to stay, so why not embrace them?
Cart Golf GPS system is affordable and profitable for any course. It is simple, effective and very low maintenance for the golfer and staff. Increasing the golfer’s experience and giving them another reason to come back to your course.
The innovative CaddyTrek automated golf caddy from FTR Systems is now available in the USA. Using a pocket-sized sensor, the CaddyTrek will follow in your footsteps during your round of golf or use it in remote mode for easier rounds of golf. The CaddyTrek is compact and lightweight, so it’s easy to fold and take it with you.
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!
Gallus Golf develops custom mobile apps for golf clubs of all shapes and sizes. Our app is designed to be a fun and useful tool for golfers, plus a very powerful marketing tool for the club to help them drive additional rounds and revenue. Some of our features included are GPS, interactive scorecard, push notifications, live leaderboards, food and beverage, live tracking for pace-of-play, multiple golf games, tee time booking, Facebook integration, news, playing promos and more. Gallus works closely with each course to not only develop their app, but help them successfully promote it and maximize usage.
Texas Greens by Design is the premier designer and installer of synthetic putting greens and lawn grass. The smartly designed synthetic putting greens feature putts and chips that perform like a tour quality green, undulations that are challenging and entertaining, and a panel under-base that is truly remarkable providing years of golfing entertainment.
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.
Go out and play with confidence no matter the conditions. The Faas Lite is super lightweight, flexible and comfortable, round after round. The lightweight, waterproof microfiber leather upper is equipped with stormCELL to keep your feet protected from the elements. A zero heel to toe drop creates a more natural walking stride and posture during the swing phase. Lightweight materials in the shoe’s lining and tongue provide ultimate comfort. Microfiber leather means super lightweight performance and waterproof protection. Finally, corrugated flex grooves provide optimal flexibility and increase ground contact throughout your swing for improved traction and stability.

Cobra Puma Golf
www.puma.com/golf/dothefaas
New for 2013. With its new ergonomic design and its award-winning PinSeeker with JOLT Technology, the Tour V3 sets the standard for being the complete laser rangefinder package — design, performance and feel. JOLT Technology eliminates all doubt by delivering short vibrating bursts to reinforce the laser has locked onto the flag. Use what the Pros use, feel the exact distance... FEEL THE JOLT.
With the golf world still buzzing over the Approach S1, Garmin is excited to announce a redesigned model. The stylish Approach S2 offers a similar easy-to-use watch with a high-sensitivity GPS receiver in a lightweight, comfortable design. The Approach S2 gives golfers all of the amazing benefits of the S1. Additionally, it includes layup and dogleg distances to improve usability over the entire hole and a digital scorecard that is accessed conveniently by the user throughout the round. And best of all, there is no need for downloads or subscriptions as the Approach S2 comes ready to go out of the box with over 28,000 worldwide courses and free lifetime course updates.