

# Checklist for purchasing a club and ball flight monitor

## Choosing your club delivery and ball flight monitor

Buying a club and ball flight monitor – or even just a launch monitor – for your store, organization or golf course is a significant investment. There are many to choose from, and plenty of factors and price points to consider.

At TrackMan™, we would always, of course, encourage you to pick our technology. But like the golf club market, there are plenty of choices to consider.

We have put together a chart highlighting the criteria you should bear in mind when purchasing a club and ball flight monitor (or launch monitor). These are not parameters or features that we have decided are important, but ones every single major golf equipment manufacturer, the industry's leading club-fitters, and even Golf Digest and its Hot List refer to when evaluating clubs. Coincidentally, they all choose TrackMan to make equipment reviews and decisions, as do the United States Golf Association (USGA) and The Royal and Ancient (R&A).

## Performance, Precision, Confidence

The keys for you to consider when evaluating a club and ball flight monitor's performance is its accuracy (including stability/consistency) and ease of use. Without these, you are wasting your customer's and your own money. It would be better to save your money until you can afford what you really need.

To make the best possible recommendation for your clients you need to have consistent and accurate feedback on their performance and you also need to present the results in an easy to understand manner.

If you are in the market for a new club and ball flight monitor, refer to the chart on the other side when making your decision. In it, we have highlighted the key parameters and features that we not only consider important, but also what the industry's leaders expect and require from such technology.

If you would like to learn more on why your fellow industry professionals prefer TrackMan, please refer to our case study section on our website ([www.trackmangolf.com](http://www.trackmangolf.com)). Read in their own words why they choose TrackMan when buying a club and ball flight monitor.

If you have more questions about TrackMan, or would like a demonstration, please call (in the US) +1-810-599-0113 or (Internationally) +45 4557 0850. Alternatively, you can email us at (US) [sales\\_us@isg.dk](mailto:sales_us@isg.dk) or (Internationally) [sales@isg.dk](mailto:sales@isg.dk).

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**Accuracy.** There are key parameters a professional needs to ensure are within a certain range of accuracy in order for the data to be reliable enough to take action on when club fitting, teaching, gap fitting, and/or practicing. The numbers in the table below are minimum requirements based on ISG's extensive experience in the industry. Please note that TrackMan's accuracy is substantially better than the accuracy levels listed in the table.

Remember: *it is particularly dangerous to purchase a system that is unstable and gives unpredictable errors (for example, if spin rate was off by 1000 rpms on one shot, 500 on the next, 100 on the next, etc.).*

| Key Metrics  | Required accuracy to take action on data | PASS                     | FAIL                     |
|--------------|--|--------------------------|--------------------------|
| Carry        | < 2 m                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| Side         | < 2 m                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| Spin Rate    | <200 rpm                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| Ball Speed   | <2 mph                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Launch Angle | <1 degree                                | <input type="checkbox"/> | <input type="checkbox"/> |
| Club Speed   | <2 mph                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Attack Angle | <1 degree                                | <input type="checkbox"/> | <input type="checkbox"/> |
| Club Path    | <1 degree                                | <input type="checkbox"/> | <input type="checkbox"/> |

**Ease of Use.** If set up is too complicated, not only is the system frustrating to use, but there is also a risk that improper calibration leads to added bias or error. The system should be intuitive, flexible, and fun to use. You should impress your customers with the quality, look, and feel of the application.

And be sure to ask this important question: *Does the company you are working with have a solid track record for supporting customers after the sale is closed?*

| Ease of Use: Set Up                           | PASS                     | FAIL                     |
|---|--------------------------|--------------------------|
| Battery Solution Available                    | <input type="checkbox"/> | <input type="checkbox"/> |
| Set up in under 2 minutes                     | <input type="checkbox"/> | <input type="checkbox"/> |
| Portable (airline carry-on)                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Automatic electronic leveling                 | <input type="checkbox"/> | <input type="checkbox"/> |
| Alignment with picture of actual target       | <input type="checkbox"/> | <input type="checkbox"/> |
| Flexible hitting area (no fixed tee position) | <input type="checkbox"/> | <input type="checkbox"/> |
| Monitor sits outside of swing zone            | <input type="checkbox"/> | <input type="checkbox"/> |
| Weatherproof                                  | <input type="checkbox"/> | <input type="checkbox"/> |

| Ease of Use: User Experience                                   | PASS                     | FAIL                     |
|--|--------------------------|--------------------------|
| Quality post-sales support                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| User-friendly interface  | <input type="checkbox"/> | <input type="checkbox"/> |
| Real-time 3D graphics  | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety of applications  | <input type="checkbox"/> | <input type="checkbox"/> |
| Customizable reports   | <input type="checkbox"/> | <input type="checkbox"/> |
| Easy to use data export  | <input type="checkbox"/> | <input type="checkbox"/> |
| New insights on improving golfer's scoring ability/performance | <input type="checkbox"/> | <input type="checkbox"/> |
| New applications and features added continuously               | <input type="checkbox"/> | <input type="checkbox"/> |