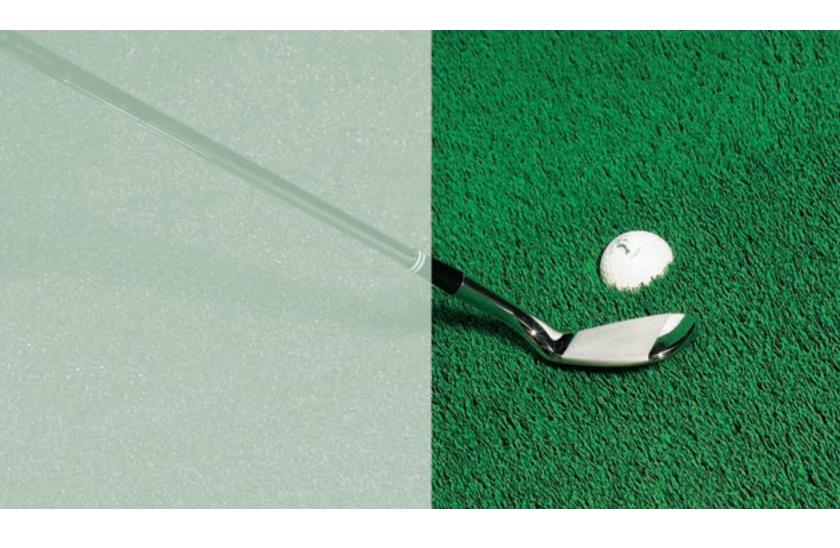


F U L L S W I N G G O L F

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WELCOME

PEAR FELLOW GOLFER:
I've been playing, teaching, and most importantly enjoying the game of golf my entire life. I have a reputation for being innovative in my approach to the game while realizing the value of preparation.

That's why it is my pleasure to introduce you to the Full Swing Golf Simulator—the most impressive indoor system I have ever seen for teaching, practicing or simply playing this great game.

The realism and accuracy of the ball flight with this system is truly amazing. Full Swing Golf's state-of-the-art infrared ball tracking technology provides immediate feedback and instant visual confirmation of each and every shot.

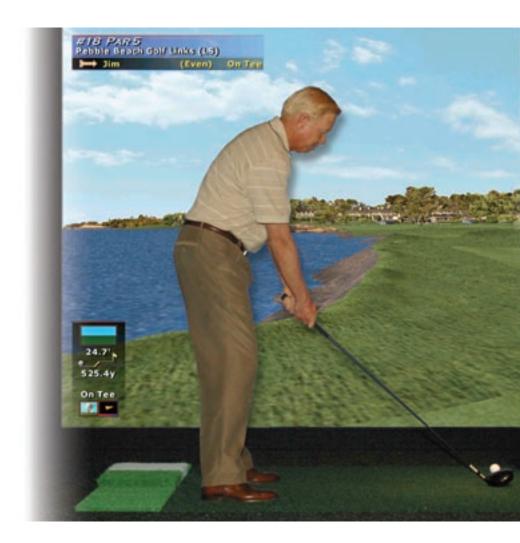
My sons also love the system. Both are accomplished and dedicated golfers and use the simulator regularly for drills and practice—specifically hitting the various shots required to improve their games. Having the world's greatest courses available for play doesn't hurt either.

I believe in practice. I believe in research. I believe in technology. I encourage you to look closely at this innovative technology. In my opinion, Full Swing Golf offers the most complete and versatile golf simulator available in the world today. That's why I have one in my home!

All the best,

Jim McLean





"THE REALISM AND ACCURACY ...Is Truly Amazing"



JIM MCLEAN is Director of Golf at the Doral Golf Resort and Spa, a regular contributor to Golf Digest and a featured instructor on The Golf Channel. www.JimMcLean.com

THE COMPANY



OCATED IN THE GOLF industry capital of the world,
San Diego-based Full Swing Golf has been recognized for nearly two decades as the undisputed world-wide leader in the manufacture and distribution of golf simulators.

The company is committed to providing a golf experience that recreates the excitement and enjoyment of playing the world's greatest courses while delivering the most realistic and accurate ball flight possible on an indoor system.

With thousands of simulators in operation worldwide, Full Swing Golf has revolutionized the game by creating the only simulator that allows full utilization of every aspect

of golf. The company continues to make exciting advances in simulation technology, while integrating their proprietary, world-renowned ball tracking system with the awardwinning Microsoft® Links LS golf course software.

Perhaps most importantly, the company has earned a reputation of providing unparalleled customer service and support by offering inhouse and field certified technicians worldwide to meet the requests of their diversified and rapidly growing customer base.

As a result of this leadership and vision, Full Swing Golf has captured the attention and imaginations of the biggest players in the many industries they serve.

Full Swing Golf is proud to be featured in golf's most respected publications.





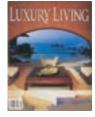




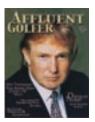














"If money is no object or your business demands the best money can buy, then it's time to look towards the industry leader in simulated indoor golf... Full Swing Golf...the system is as accurate as it gets in this business!"

Adam Barr
 Business Analyst, The Golf Channel

THE TECHNOLOGY



unmatched level of realism and accuracy can be summed up in three words:

BALL

FLIGHT PERFORMANCE

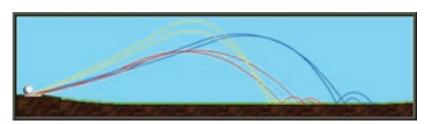
Full Swing's proprietary, dual infrared ball tracking system has revolutionized the way golf simulators are measured. By focusing solely on the performance of the golf ball—after impact—from a wide variety of simulated fairway, rough, and sand lies, Full Swing Golf gives the player the most critical information about ball flight—without limitations.

Two 360 degree curtains of infrared beams emitted at 60,000 pulses per second provide immediate ball flight data. Each proprietary track is housed within a sturdy hard

shell frame protected by lexan covers. No calibration or adjustments are necessary nor do any environmental or playing activities threaten the integrity of this system.

This unique combination of ball speed, launch angle, and real-time continuous visual ball flight has made the Full Swing system the undisputed standard for which all simulated ball flight is measured.





On-screen multi-colored tracers allow for instant and immediate ball flight comparison.



"We use it (Full Swing Golf Simulator) constantly... we use it in fitting applications, and in teaching applications, and simply as an entertainment application. We use it almost exclusively on club fitting because launch angle and ball speed are instantly available, and they're consistently available. These are amazing things to be able to get that kind of feedback instantly."

Rick Martino
 Director of Instruction, PGA of America



Tull swing golf's revolutionary concept of utilizing dual infrared sensors to monitor the total flight of the golf ball has been

field-tested worldwide and has a proven track record for success in the world's finest teaching facilities.

THE SYSTEM

ULL SWING GOLF'S extensive golf course library offers over 50 premiere and championship courses, many of which have hosted The Ryder Cup, PGA Championship, U.S. Open, The Open Championship and numerous PGA Tour events. Major Championship venues such as

- PEBBLE BEACH
- ST. ANDREWS
- PINEHURST NO. 2
- TORREY PINES

are just a small sample of big-time layouts available for play on the Full Swing system.

Cutting-edge software allows for complete game customization, including course and weather conditions, on-screen viewing options, and several modes of play including best ball, skins, and scramble formats. Imagine hosting a Ryder Cup at your facility, as the pro's are battling it out at venerable Oakland Hills, your customers are hitting similar shots on the same course while watching the Ryder Cup action on TV!

The possibilities are endless.





renowned Practice Range is custom designed to enhance teaching, perfect club fitting, and increase golf equipment sales, as it enables golfers to instantly see and compare the performance of different golf clubs. An on-screen, multi-colored tracer compares the total ball flight from virtually any distance, while providing complete ball flight data, including:

- LAUNCH ANGLE
- CARRY
- BALL SPEED
- TOTAL DISTANCE
- DISTANCE TO THE PIN

There is simply no better way to sell clubs. Among Full Swing's most popular practice features is the player's ability to select any location on any golf course during a playing round and turn it into a Practice Range, complete with instant ball flight data. Now every lesson can become a playing lesson.



"The Full Swing Golf Simulator is by far the most effective means of bringing fitting, instruction, and playing together in one place."

Tom Addis III
 Former President, PGA of America

THE APPLICATIONS



"We spent months testing every system available and there was no competition... And Full Swing's customer service is outstanding... It's so good you'd think they're part of our staff!"

Greta Wagner
 General Manager, The Golf Club at Chelsea Piers

ULL SWING GOLF is proud to be the choice of the world's finest:

- GOLF CLUBS
- GOLF SHOPS
- RESORTS
- TEACHING CENTERS
- ENTERTAINMENT CENTERS
- SPORTS BARS
- CORPORATE HEADQUARTERS
- CRUISE SHIPS
- MILITARY FACILITIES
- HEALTH CLUBS
- SCHOOLS & UNIVERSITIES
- CUSTOM HOMES

"We chose Full Swing Golf to be our simulator supplier of choice five years ago and their system keeps getting better and better... This system is absolutely amazing... It is so accurate we even test different brands of golf balls against each other!"

Jim Rice
 Director of Training and Development
 Pro Golf of America

"I have found that the Full Swing Golf Simulator provides accurate feedback and with the addition of the swing analysis software and cameras your representatives helped acquire and install, we are able to create a practice session that easily equals, if not surpasses, that of a session on a driving range"

Will Green
 Mens Golf Coach, Princeton University

THE PROMOTIONS



"I was blown away by the support the Full Swing staff offered. It was a display that really left an impression on a number of people. The fact that the world's #2 golfer and the founder of SAP both were delighted to test their skills on the simulator is testament to an excellent product."

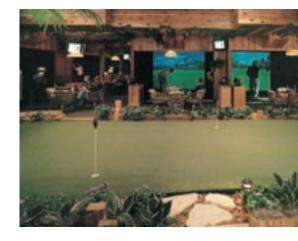
Corin Dimopoulos
 Project Manager, The Works London



Conduct the ultimate Closest To The Pin contest with the Par 3 Shoot Out, as a customized on-screen leaderboard tracks results for all participants.

creates unlimited marketing opportunities for promoting your business and generating revenue. The Full Swing Golf Simulator is ideal for corporate events, major sporting events, trade shows, private parties, and a wide variety of other applications. It's a guaranteed traffic builder.

In addition, the Full Swing Golf Simulator enables the owner/operator to conduct competitive events such as Hole-In-One, Longest Drive and Closest To The Pin contests for



The Bunker Indoor Golf Center Minnetonka, Minnesota

cash and prizes. And with Full Swing Golf's custom software, you can even sell advertisements on each and every hole of your tournament or event.

THE FUTURE

NITH A TRADITION OF nearly two decades of innovation and excellence, and a global network of thousands of simulators in operation, Full Swing Golf is pleased to announce the launch of the world's first, fully interactive online indoor golf tournament format via the worldwide web.

Now thousands of participants from over 50 countries can register and participate in fully handicapped online golf tournaments. As the professional golfing tours play an event on a Full Swing featured championship course, Full Swing Golf Simulator locations will now be able to promote and conduct tournaments

on a global stage. This is international tournament play that brings an entirely new dimension to the game.

It's live, it's interactive, and it's available now—only from the innovators at Full Swing Golf.



CONDUCT TOURNAMENTS
...On A Global Stage



All the News That's Fit to Print"

The New York Times

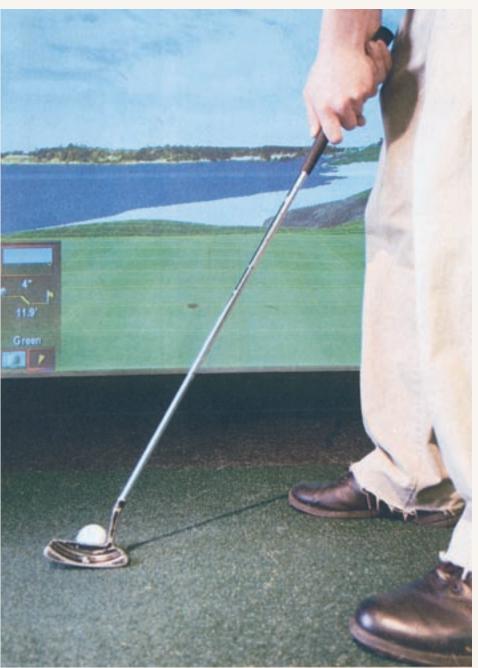
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rinted in California

ONE DOLLAR

RITUALS

Playing St. Andrews, a Continent Away



Norman Y. Lono for The New York Times

ARTIFICIAL CALIFORNIA It's Manhattan outside the Chelsea Piers but virtual Pebble Beach inside.

By JEFF Z. KLEIN

EVIN CONNORS, a scratch golfer from Rancho Santa Fe, Calif., pulled his 3 wood from his bag and gazed up the bunker-strewn 17th fairway, the immemorial Road Hole at the Royal and Ancient Golf Club at St. Andrews. Here he was at the game's spiritual Scottish home, and as he stepped up to the ball, from somewhere far away the skirl of bagpipes drifted over the moor. He swung, and the ball took flight in a long, beautiful arc—and landed squarely in the sandy abyss of a pot bunker.

Such is golf in all its beautiful glory and unspeakable frustration, but here with a difference: the club, the swing and the ball all were real, but the 'fairway at St. Andrews was merely a projection on a screen 10 feet tall and 12 feet wide. In the milliseconds from the moment the ball was struck until the moment it smashed into the screen, its speed, spin and trajectory were read by two sets of infrared sensors, which then created a virtual ball that soared and rolled through the projected scene just like a real one would have. So while Mr. Connors's shot landed in the sand at No. 17 at St. Andrews, he was actually standing in Dave & Buster's sports bar in Irvine, Calif

"I had played the real St. Andrews, so my expectations were pretty low," he said. "But then when I stepped up to the simulator and saw the heather and heard the pipes and the wind, I was just amazed."

With a new generation of golf simulators delivering an experience approaching the real, there has been a boom in what might be called virtual golf. At Full Swing Golf in San Diego, a leading maker of golf simulators, the number of \$55,000 set-ups sold last year was up 15 percent from the year before, to 230 systems, according to Scott Werbelow, a vice president for sales. Roughly 70 percent of Full Swing's business, Mr. Werbelow said, is from the sale of simulators to golf facilities, fitness clubs, cruise ships and sports bars. Par T Golf and DeadSolid Golf, two other simulators that are roughly half to two-thirds the price of the Full Swing system, are among the other machines on the market.

Each Full Swing simulator comes with a library of 38 courses worldwide, each hole on each course videorecorded from a helicopter and photographed from the ground at multiple angles and loaded into the computer system. The images are augmented with appropriate ambient sound,

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RITUALS

Playing St. Andrews, a Continent Away



NOT ON COURSE It was a beautiful day on the screen as Brian Cassesse, left, and his brother David golfed recently at Chelsea Piers.

Norman Y. Lono for The New York Times

Continued From First Escapes Page

like the snap of a flag in the breeze, the overhead call of a flock of geese or, at St. Andrews, the skirl of pipes counterpoised with the periodic roar of fighter jets from the Royal Air Force base nearby. There are also apt visual sweeteners, like the elk that roam the Banff Springs course in the Canadian Rockies or the rattlesnakes among the rocks at Bighorn in the California desert. The older DeadSolid simulators have a feature that enables players to order up their own animationstyle courses, making manifest the existential possibility of, say, a New Yorker virtually playing the Van Cortlandt course in the Bronx, then hopping the uptown No. 1 train to play it for real.

Immersed in any of these simulated environments, the golfer hits a shot from plastic grass on the simulator floor and watches the projected ball, along with enhancements like aerial views of the hole, yardage figures to the various hazards and inevitably, mulligans on demand.

Once you get over your initial reaction of how real it looks, like 'wow, I'm at St. Andrews,' you get into 'how am I going to beat St. Andrews?' "said Chris Farmer of Portage, Mich., who plays the virtual game at Year Round Golf in Schoolcra

game at Year Round Golf in Schoolcraft, Mich. "You really start to get a feel for why the pros use certain clubs and do certain things to manage their game according to the course they're playing."

The experience is close enough to the real thing to make simulators an increasingly common way for golf instructors to teach students. But the biggest area of sales growth, according to Mr. Werbelow of Full Swing, comes from wealthy golf lovers who buy simulators for their homes and create a golf room for their virtual courses. The company says it has installed systems for top businessmen like Arthur Blank, a founder of

Home Depot; Richard Marriott, chairman of Host Marriott; Walter Uihlein, chief executive of Acushnet, which makes Titleist golf equipment; and Donald Trump, whose simulator, which was recently installed on the 68th floor of Trump Tower, holds the distinction of being the highest such machine in existence.

But for every millionaire who plays virtual golf in the comfort of his own mansion, there are hundreds of average golfers who play at public facilities, renting simulators by the hour. (Machines generally rent for \$25 to \$35 an hour for anywhere from one to five golfers.) The majority are in the Midwest and Northeast, where winter weather makes the idea of simulated golf played indoors especially appealing. "It's the opposite of a regular golf course," said Scott Nugent, who owns Golf Nutz, in Kearney Neb., which has six simulators. "It's 6 below zero right now, and our business definitely gets better when it gets colder."

Year Round Golf has had simulators for six years,

making it one of the older virtual-golf establishments. "It's like a night-and-day experience," the owner, Mike Valk, said of the difference in simulators then from now. "The old ones were like looking at a cartoon. With the new ones, when you look at the water in a pond, you actually see a reflection of the clouds moving

overhead."

'It's 6 below zero right

now, and our business

definitely gets better

when it's colder.'

Indeed, the realism of the new generation of simulators can be so convincing that you can find yourself gazing at the view of the Pacific from one of the many seaside holes at Pebble Beach while suffused with a sense of Zen-like tranquillity, as was recently the case at the Chelsea Piers Golf Academy in Manhattan. "It's very easy to lose yourself in there and get caught up in the game," said Gil Boggs, director of academy, which has two machines. "Once you mentally accept the concept that you're playing simulated golf, it does become very real." The holodeck calm was disturbed

only by the anguish of two guests' hitting their balls over the cliff and onto the beach below, a predicament that took each of them an all too realistic seven shots to correct.

And while an actual round of golf might take four to five hours to play, a twosome on a simulator can complete 18 holes in about two and a half hours. That appeals to some, but not to others. Jay Vlosich, a golfer visiting from Baltimore, was at Chelsea Piers playing a simulator for the first time. "It's not better than real golf, not even close," he said. "I'd come back and try it again, but it is what it is."

But Darbel Alcide, who works at Chelsea Piers and shoots in the modest mid-90's at his local course, Marine Park in Brooklyn, said he preferred the virtual variety of the game. "You're playing golf, but after you hit your shot you can sit down on the couch, eat a burger, drink a beer," he said. "I'd much rather play this."

PLAYING

No Cart Needed On These Courses

GROWING number of places around the country let golfers play virtually. Here are some spots where you can play a round without going outdoors:

CALIFORNIA Dave & Buster's, 71 Fortune Drive, Irvine, (949) 727-0555.

There are 12 virtual courses, including ones based on Bay Hill in Orlando, Fla., and on Pebble Beach in California. Play is \$20 an hour before 5 p.m. and \$25 after.

MASSACHUSETTS City Golf Boston, 38 Bromfield Street, Boston; (617) 357-4653.

More than 30 courses, including ones based on the Belfry, in North Warwickshire, England, and Kapalua, on the Hawaiian island of Maui. Play is S40 an hour and lessons are available on virtual courses for \$90 an hour.

MICHIGAN Year Round Golf, 12733 North Highway 131, Schoolcraft. (269) 679-2090

The 40 courses available are based on places like Bay Hill; True North, in Phoenix; and Torrey Pines in La Jolla, Calif. \$28 an hour.

NEBRASKA Golf Nutz, 224 West 42nd Street, Kearney; (308) 237-6889.

Of the 38 virtual courses, the most popular are based on St. Andrews in Scotland and on Pebble Beach. Eighteen holes are \$10 to \$20 on weekdays; \$25 on weekends.

NEW YORK Chelsea Piers Golf Club, Pier 59, West 18th Street, Manhattan; (212) 336-

There are 36 courses; again, the most popular are Pebble Beach and St. Andrews. Charges are by the hour: \$35 for one hour and up to four golfers, \$315 for a 10-hour package. Pros also offer lessons on virtual courses at the club's Golf Academy.



MEN'S GOLF OFFICE
Princeton University
Dillon Gym, Rm #11
Princeton, New Jersey 08544
(609) 258-1972
golf@princeton.edu

Mr. Floyd Arnold President, Full Swing Golf 11413 W. Bernardo Court San Diego, CA 92110

Dear Mr. Arnold,

For just over a year, Princeton University has been using the Full Swing Golf simulator, and the positive effect on our program has been clearly evident. To have the ability to maintain and even improve golf skills over the cold New Jersey winters means that our players are no longer weeks or even months behind our counterparts further south in preparing for the spring season.

I have found that the Full Swing Golf simulator provides accurate feedback, and with the addition of the swing analysis software and cameras your representatives helped acquire and install, we are able to create a practice session that easily equals, if not surpasses, that of a session on a driving range.

Of course, the ability to play more than 30 courses from around the world makes having the simulator fun for our players, and gives them a wonderful break from their studies.

Perhaps the biggest benefit to me as coach, however, has been the role the simulator plays in our recruiting. To be able to show a prospective student-athlete a facility that allows him to play and practice year-round means that we can counter any concerns about playing golf in the Northeast.

On behalf of the Princeton University golf program, I thank you and your staff for helping us create an indoor practice facility that will elevate our teams to another level.

Sincerely,

Will Green, Men's Golf Coach

Princeton University

SPECIFICATIONS

THE GRAPHICS PACKAGE

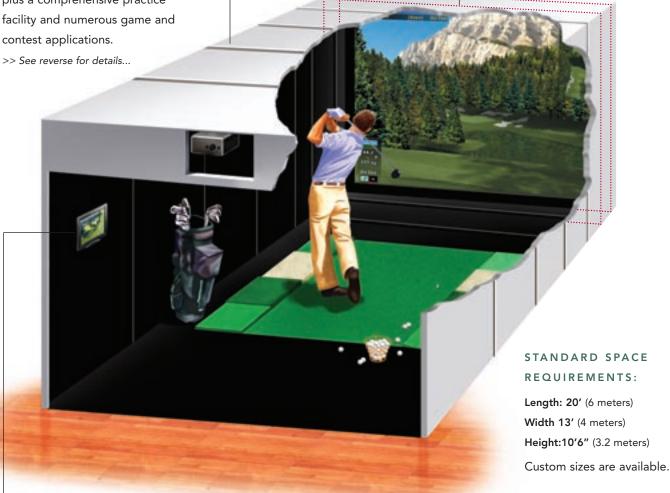
Full Swing Golf's graphics package provides the most realistic golf simulation available. The software includes more than 50 Championship courses, photo-realistic graphics, plus a comprehensive practice facility and numerous game and contest applications.

THE ENCLOSURE

Durable insulated panels form a complete indoor enclosure. Custom sizeable, fully adaptable to any interior design or fascia.

THE TRACKING SYSTEM

Two 360 degree curtains of infrared beams, emitted at 60,000 pulses per second, provide exact and immediate ball-flight statistics.



THE USER INTERFACE

Easy to use menu-driven touch screen via a PC platform with the latest Intel chipset.

ELECTRICAL REQUIREMENTS

Conventional 115/120 volt, 60-cycle electrical input. International voltage requirements also available.



MULTI-SURFACE HITTING AREA

The Full Swing Golf Simulator allows players to hit from a wide variety of simulated fairway, light rough, heavy rough, and sand surfaces on any shot, without the limitations of a fixed hitting area.

GRAPHICS PACKAGE

Microsoft Links software provides stunning representation of more than 50 Championship courses. The software includes photo realistic graphics, brand new courses, a dynamic camera and a 3D green analyzer. Additional features include 3D audio, interactive practice facility, on-screen advertising and the ability to compete online against players worldwide. The combination of these graphics and our tracking system creates a stunningly detailed and authentic golf experience.

CHAMPIONSHIP COURSES

Over 50 challenging golf courses from around the world are available, including Pebble Beach, Oakland Hills, and The Old Course at St. Andrews.

DETAILED GOLF ENVIRONMENTS

The top courses from around the world come to life with immaculate fairways, crosscut greens, 3D trees, galleries of golf fans, water hazards, and even wildlife. These actual courses feature options to control factors like green speeds, wind variables and weather conditions.

SHOT CONTROL

Real-time ball flight data is used to give you complete control over each and every shot. Speed, launch angle, direction, and course conditions are factored in. The topview caddie gives you all the information you need, including Distance to the Pin, Lay-up yardages, elevation changes and wind speed and direction.

INTERACTIVE PRACTICE FACILITY

We've designed and built an entire course dedicated solely to practice, featuring approach shots, uphill, downhill, bump and run, lob, over trouble and many more. Our new Visual Feedback System can precisely pinpoint your weaknesses and strengths.

INCREASED REVENUE OPPORTUNITIES

Owner/Operators can increase the revenue generated by the Full Swing Golf simulator by selling advertisement space throughout the simulator software. Ads can be placed between each hole, after every shot and in the practice facility. This new feature supports 32-bit imagery with transparency.

CONTEST CAPABILITIES

Each Full Swing Golf simulator is equipped with proprietary Closest to the Pin software, and now Long Drive capabilities. Set up an individual contest, or add these features to a golf scramble or tournament you're hosting in the simulator, complete with leader boards. The simulator features over 18 different modes of play, including skins, alternate shot, Ryder Cup formats and more.











GOLF COURSE SELECTION

















- Aviara Golf Club (1998-2000 Sun Microsystems Par Three Challenge)
- Banff Springs Resort
- Barton Creek Resort (1994 Senior PGA Legends of Golf)
- Bay Hill Club and Lodge (Bay Hill Invitational)
- The Belfry (2002 Ryder Cup, 2003 Bensen & Hedges International Open)
- Bighorn Golf Club Canyons Course (2000-02 Battle at Bighorn)
- Bighorn Golf Club Mountain Course (1992-95 Skins Game, 1998 World Senior Match Play Challenge)
- Bountiful Golf Club
- Castle Pines Golf Club (The International)
- Chateau Whistler Golf Club (Shell's Wonderful World of Golf)
- Cog Hill and Country Club (Western Open)
- Covered Bridge Golf Club (Wolf Challenge)
- Devils Island-Fantasy Course
- Dorado Beach Resort (Senior PGA Tour Championship)
- Entrada at Snow Canyon
- Firestone Country Club (World Golf Championships, NEC Invitational)
- Frankfurter Golf Club (German Open)

- Golf Club at Thanksgiving Point (Champions Challenge)
- Hapuna Golf Course
- Harbour Town Golf Links (The Heritage of Golf)
- Innisbrook Resort Copperhead Course (Chrysler Championship)
- Kapalua Golf Club Bay Course
- Kapalua Golf Club Plantation Course (Mercedes Championships)
- Kapalua Golf Club Village Course
- Latrobe Country Club
- Mauna Kea Resort (Big Three Golf)
- Mesa Roja Fantasy Course
- Oakland Hills Country Club (1996 U.S. Open, 2004 Ryder Cup, 2008 PGA Championship)
- Oakmont Country Club (2003 U.S. Amateur, 2007 U.S. Open, 2010 Women's U.S. Open)
- Par Three Mountain Course
- Par Three Ocean Course
- *Pebble Beach Golf Links (AT&T, 2000 U.S. Open)
- Pelican Hill Golf Club (Diners Club Matches)
- Phoenix Country Club Japan (Phoenix Open)
- Pinehurst Country Club No. 2 (1999, 2005 U.S. Open)

- Pinehurst Country Club No. 8 (North and South Championships)
- Prairie Dunes Country Club (2002 Women's U.S. Open, 2006 U.S. Senior Open)
- Princeville Resort The Prince Course (Ranked #1 Resort Course in the World)
- Robert Trent Jones Judge Course
- The Royal Melbourne Golf Club (1998 Presidents Club)
- St. Andrews Jubilee Course (St. Andrews Links Trophy)
- St. Andrews Links The Old Course (2000, 2005 British Open, 2003 Dunhill Cup)
- St. Andrews New Course (St. Andrews Links Trophy)
- Sea Island Golf Club (2002 Warburg Cup, 2004 Mid Amateur Championship)
- The Stone Canyon Club
- Three Canyons Fantasy Course
- Torrey Pines Golf Club South (Buick Invitational, 2008 U.S. Open)
- Troon North Golf Club -Monument (1993 LPGA Mitsubishi Championship)
- Valderrama Golf Club (1997 Ryder Cup, World Golf Championships, 2003 Volvo Masters)
- Westfields Golf Club
 - * Pebble Beach, its golf course and individual golf holes designs are trademarks of Pebble Beach Company used under license by TruGolf Inc.

