

Putting the Genius back into the Golf.

Have you ever wondered why your scores are not as good as the golf you played or why your handicap does not improve as your golf does, despite trying harder & practicing more?

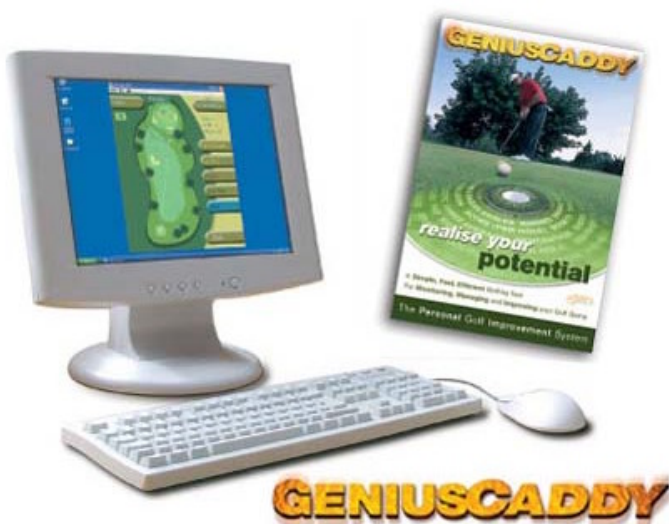


Not making the most of your golf is indeed disappointing & frustrating at any time, especially when you have played your best. I am sure you will agree the heaviest load that most of us golfers have to shoulder is unrealised potential.

If this sounds all too familiar to you then help may be at hand...

A company called GemGolf has launched a suite of exciting golf enhancing products to facilitate golfers tapping into their unearthed golfing brilliance.

Their award winning *GeniusCaddy* software is a brilliant device for monitoring and improving your game. By keeping a visual record of all your shots over your entire game history it allows you to keep track of your scores, compare different rounds and hole strategies, identify trends in your game and ultimately guide YOURSELF to better golf.



The most exciting feature of *GeniusCaddy* is its entirely visual approach. It's simply a question of indicating the journey of your ball relative to an on-screen map of each hole. In less than 4 minutes you can record your entire round and graphically see your performance from tee to green, on the green and even getting out of a bunker. You just use 1 click on the computer per stroke of play.

As well as operating on your home PC, you can also bring GeniusCaddy onto the golf course on PDA handheld computer as well as on SonyEricsson's

P800 & P900 mobile phones. This also allows you the added benefit of recording the scores of your golfing partners and fellow family members.

Its quick touch, fast response, fingertip controls give you access to statistics which are at professional level in your long game, short game, putting and even wasteful penalty shots incurred. This fast, powerful and interactive golf programme is designed for golfers of all standards who want to improve their game.

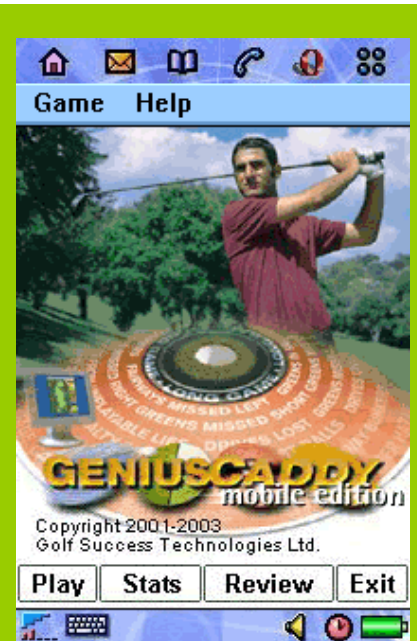
Once you input a couple of games you can choose any round to review, analyse and graphically compare hole by hole, green by green individually or against previous rounds. A valuable exercise is to contrast your own play against the dream-round you aspire to or how a professional would have fared. The competitor in you can also evaluate your own golf against your rivals, whether they take the form of a fourball partner or the next round of the club matchplay.

From first use of GeniusCaddy you will unravel the expensive errors which cost you shots, confidence and enjoyment on the golf course. By being aware of these recurring mistakes, a little extra care and attention will shave shots of your scores.

I find this especially true of putting. This is an area that can be easily destructive to a good round, but the vital information in your GeniusCaddy identifies your putting deficiencies so you can overcome them.

As you plot your game on the computer a special graphic appears when you reach the green. It records the length of your putts from 0 to 3 feet, 3 to 5 feet, 5 to 7 feet, 7 to 10 feet, 10 to 15 feet and over 15 feet, how many are sunk or if missed whether it is on the left or right. Knowing your putting patterns and history tells you when to focus concentration and reveals where your tendency is to miss under pressure, banishing 3 putts and yips alike. Five minutes on the putting green at your least favourite length before a round is guaranteed to do wonders for your score. GeniusCaddy will lead to putting calmly, confidently and decisively and you will soon look forward to getting to the green.

When it comes to the physical side of this glorious game we all are searching for drivers and golf balls that have the magical ability to travel further and yet straighter. While they bring some success they are no match for the best piece of equipment at your disposal on a golf course - *your golfing brain*. This has been recognised in the recent surge toward golf psychology & the mental side of the game. GeniusCaddy fits in perfectly with this making the difference between winning & losing. As tour professionals clamber to get the edge on their competitors having a golfing game plan is vital to success. The strength of your strategy is only as strong as your weakest assumption and that is why GeniusCaddy has been used by many European Tour top professionals.



Where technology meets golf.

GeniusCaddy operates on PC, Laptop, mobile phone and PDA. Thanks to the company's IT director's vast expertise in developing creative software GeniusCaddy can, in fact be used on your mobile phone. The GeniusCaddy MobileEdition is available to buy for the new generation of smartphones such as the SonyEricsson P800 and P900. This means you can record your games, analyse your performance and improve your golf all on the screen of your phone. GeniusCaddy is compatible with these devices thanks to the unique way it was written, utilising the power of Java programming. GeniusCaddy P800 was launched in December 2003 and in one month it became a hit going all the way to number 1 on "Handango.com" the leading online provider of handheld software worldwide & becoming a winner at the Motorola 3G competition. GeniusCaddy, being the most advanced, powerful & user friendly from all competition, will in the future be available on even more handheld devices as they are launched.





GeniusCaddy has proved to make the introduction to golf easier and more comfortable for beginners and junior golfers. Being able to monitor golfing breakthroughs and record successes, no matter how small, are very constructive when trying our hand at a new skill.

According to Gary Hendley, head teaching professional at the "Birdies & Bogies Junior Golf Academy" GeniusCaddy gives kids a head start by educating them to use both brawn and brain. It provides a constructive & fun start to their golfing careers and avoids developing bad habits.



GeniusCaddy introduces you to 'best practise golf' also known as 'continuous improvement golf':

1. Set golfing goals
2. Monitor your performance
3. Acquire new information
4. Adopt new winning golf strategy
5. Review your results and performance
6. Using the new information, start the cycle all over again and repeat the process.

This technique is use successfully and widely in business and industry, so why not bring your skills to the golf course?

We all have the desire for star performance, and GeniusCaddy makes the commitment to take ownership for achieving your significant accomplishments very manageable. Improvement comes in different ways and at different times. But it will always come when you stick to your convictions and when you abandon your self-sabotage. The structure of this programme overcomes self-doubt and make the best use of your experience, skill and imagination.

Through the ongoing polishing of your game plan with GeniusCaddy, you too will perfect the substance of your golf and demonstrate excitement in your performance.

- "We all have the desire for star performance" -

You can't hit a target without first identifying it. GeniusCaddy helps you to identify relevant targets. How can you be sure you are practicing the right thing? The feel good factor of practicing what you love and are already good at is a trap many a golfer falls into. GeniusCaddy shows you how to minimise learning the hard way and maximise learning and achievement the smart way, so you can play with focus, confidence and calm concentration.

GeniusCaddy can be purchased in over 90 major golf & sports shops such as GolfWorks, Golfstyle of Galway, Seve Ballesterous Natural School of Golf at the Heritage Golf Club and even shops as diverse as Tesco and GameStop for a very reasonable €39.99. What better gift could any golf lover receive than lower scores?

It can also be found at premier golf clubs throughout the country including the K Club, European Club, Old Head Kinsale and Mount Juliet. In many of these cases the teaching professionals not only use it on their own game, but also incorporate it as a core instrument in lessons given to members of all stages. This next generation in golf improvement should form a 3 way partnership between you, your GeniusCaddy & club professional.

GeniusCaddy has also proved to be a big hit with corporate golfers and is an ideal as a corporate gift or for your company golf day. The versatility of the technology allows custom versions for golf clubs, competitions, outings and events. If you have any queries about GeniusCaddy, sales or otherwise, email info@gemgolf.com and it can be purchased on line at www.gemgolf.com or directly by phone at 1850 717171.

GeniusCaddy will be your lifelong personal caddy, coach and mentor and will help you transform your golf and its powerful recipe for the golfer can become your "way of thinking" that drives ever higher performance. Having invested your time and invested in your equipment why not invest in GeniusCaddy and realise your golfing potential?



Developed for golfers by golfers.

GemGolf's growing team of international experts have been collaborating over the past three years to bring a menu of revolutionary products & services to active golfers & golf enthusiasts. The golf industry's needs have been comprehensively analysed and surveyed. It was these research conclusions that became the starting point for GemGolf's product development and the inspiration for their promise "The development of unparalleled innovative products definitively impacting on golf player success". They are responding to the needs of golfers to "realise their potential", by harnessing the best and the latest developments in the fields of information technology, golf playing physiology, psychology and neuroscience.

