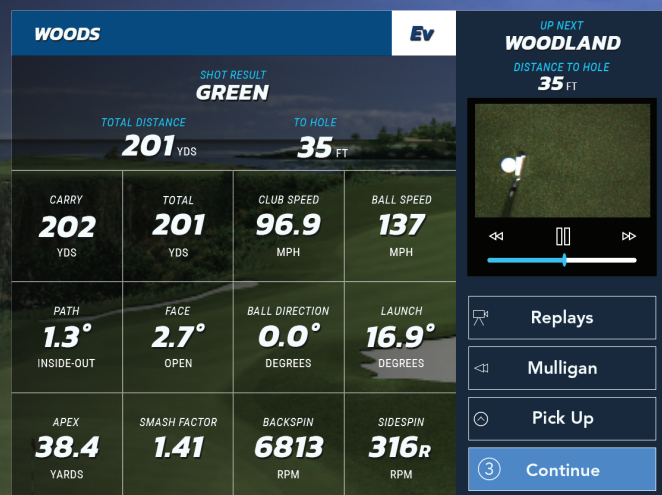
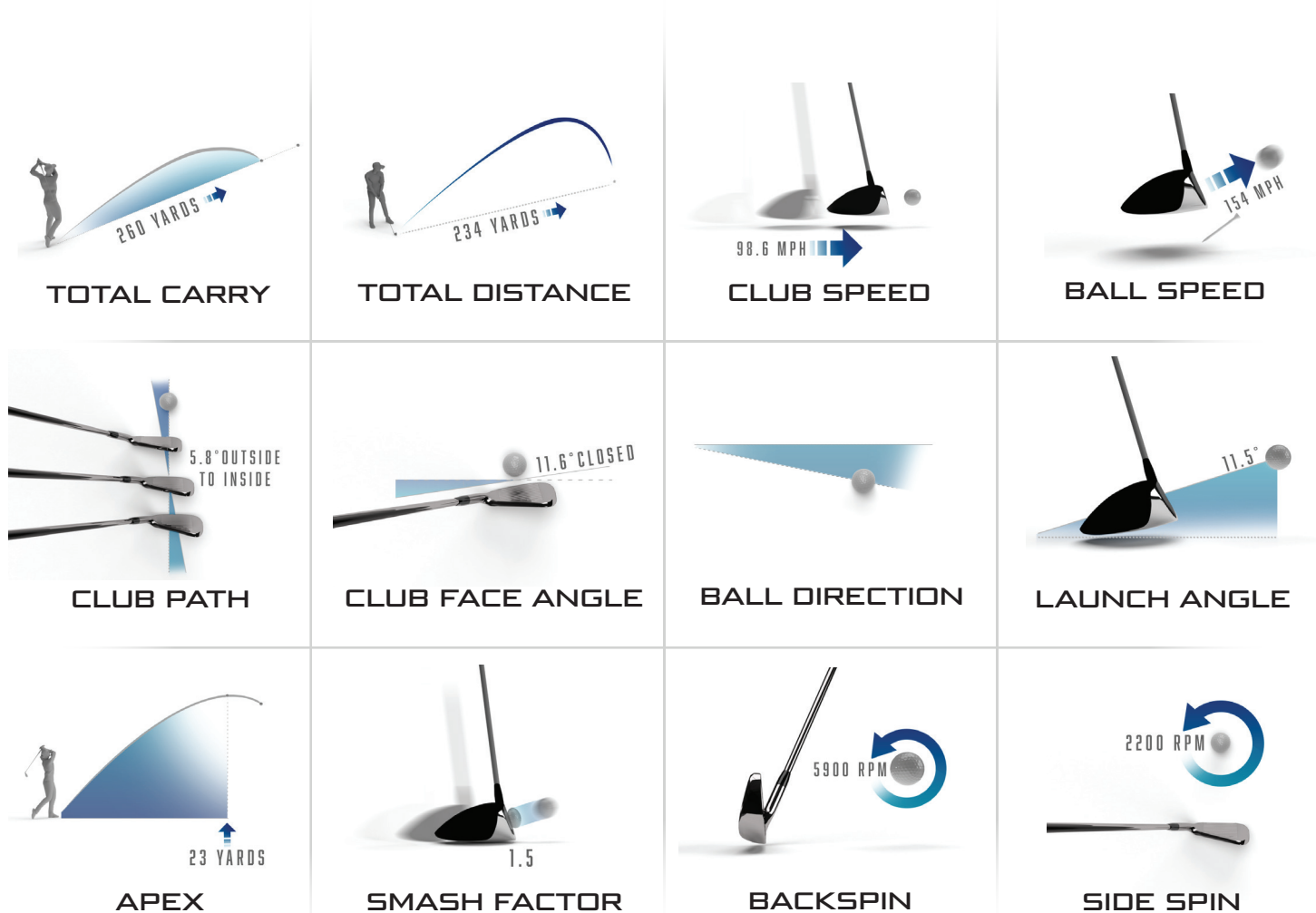


FULL SWING ACCURACY DELIVERED EVERY SHOT

TRUST FULL SWING TO DELIVER YOU THE MOST ACCURATE SIMULATOR EXPERIENCE WITH OUR PATENTED DUAL-TRACKING TECHNOLOGY.



Only with Full Swing do you get overhead ION3 high-speed camera recording of the club through impact AND our secondary ball tracking in-flight with our infrared or high-speed line scan cameras, providing HD playback of your club head and delivering real ball flight with no delay.





CARRY

THE DISTANCE THE BALL TRAVELS THROUGH THE AIR BEFORE TOUCHING THE GROUND.

What it means: How far your ball will travel in the air, the key baseline to use and adjust on-course based on conditions, to decide on your club selection.

What it means to you: Just like Tiger Woods, this may be the most important number to dial in for your club distance consistency on course.



TOTAL DISTANCE

TOTAL DISTANCE THE BALL TRAVELS AFTER IT COMES TO REST (CARRY PLUS ROLL).

What it means: After your ball has landed, how far it will roll before coming to rest.

What it means to you: Depending on spin, ground conditions and other factors, you can work to optimize ball-flight based on the shot you need for the situation.

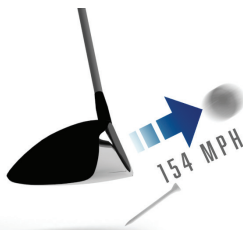


CLUB SPEED

THE SPEED THE CLUB HEAD IS TRAVELING JUST PRIOR TO IMPACT.

What it means: The faster your club speed, the further potential for distance.

What it means to you: Work on gaining clubhead speed while maintaining control of your clubface to maximize your best possible result.



BALL SPEED

THE SPEED OF THE GOLF BALL IMMEDIATELY AFTER IMPACT.

What it means: A key element to your distance is determined by ball speed, that is optimized by proper impact.

What it means to you: Create the most ball speed by a combination of club speed and proper impact to have the best result.

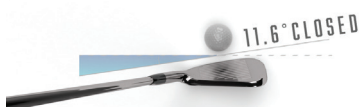


CLUB PATH

THE HORIZONTAL DIRECTION OF THE CLUB HEAD'S CENTER PRIOR TO IMPACT (IN-TO-OUT OR OUT-TO-IN)

What It Means: Positive Value means face is moving right of target (RH Players= In-to-Out, LH Players= Out-to-In) & Negative Value means face is moving left of target (RH Players= Out-to-In, LH Players= In-to-Out)

What It Means to You: In-to-Out is needed to hit a Draw and Out-to-In is needed to hit a Fade. The higher the number, the more extreme the shape.



CLUB FACE ANGLE

THE DIRECTION THE CLUB FACE IS POINTED (RIGHT OR LEFT) AT IMPACT RELATIVE TO THE TARGET LINE.

What It Means: Positive Value means face is pointed right of target; Negative Value means face is pointed left of target

What It Means to You: This will affect where your ball flight will start directionally.

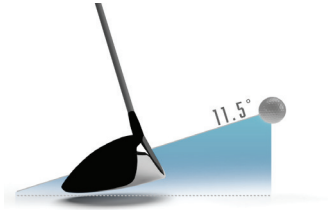


BALL DIRECTION

THE INITIAL DIRECTION THE BALL STARTS RELATIVE TO THE TARGET LINE.

What it means: How far left or right of target your ball is starting post-impact.

What it means to you: What degree of a "push" or "pull" you hit. The larger the number, the further from the target line your ball will start.

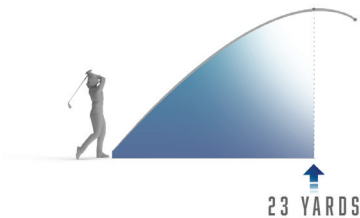


LAUNCH ANGLE

THE INITIAL VERTICAL ANGLE OF THE BALL AFTER IMPACT.

What It Means: Are you hitting a ground ball (too low) or a pop up (too high). This will vary by club particularly.

What It Means to You: Combined with your spin and ball speed, this will impact your ball's carry and total distance.

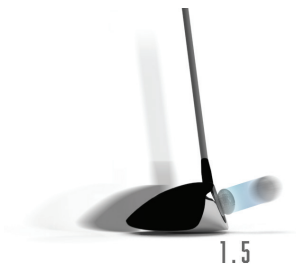


APEX

THE MAXIMUM HEIGHT THAT YOUR BALL REACHES DURING FLIGHT.

What it means: There are a variety of factors that lead to the maximum height your ball will reach, including ball speed, launch angle and spin.

What it means to you: This is a unique stat based on the desired ball-flight that can be tough to optimize in a general sense versus on a shot-by shot basis.

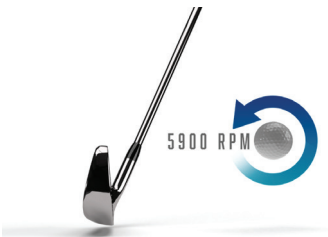


SMASH FACTOR

BALL SPEED DIVIDED BY CLUB SPEED.

What it means: A ratio showing how efficiently you're transferring energy from club to ball.

What it means to you: On hitting your driver, 1.5 is a great goal.



BACKSPIN

THE AMOUNT OF REVOLUTIONS OF THE GOLF BALL GENERATED INSTANTLY AFTER IMPACT.

What It Means: The higher your spin rate, the more extreme the effect on the ball flight

What It Means to You: This is a significant factor in the flight, height, and rollout of your golf shot.



SIDE SPIN

THE AMOUNT OF REVOLUTIONS OF THE GOLF BALL GENERATED (LEFT-TO-RIGHT OR RIGHT-TO-LEFT) INSTANTLY AFTER IMPACT.

What it Means: If you have too much side spin on the ball, upon landing it will roll out in an extreme manner versus where it lands with its current trajectory going forward.

What it means to you: If you have too much side spin on the ball, on landing it is going to roll out in an extreme manner versus where it lands with its current trajectory going forward.