



[WWW.SHOTTRACERAPP.COM](http://WWW.SHOTTRACERAPP.COM)

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**SHOT TRACER**

# COMPANY

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- ▶ Extremely strong Shot Tracer brand awareness in golf.
- ▶ Huge R&D know-how and years of experience in computer vision and AI.
- ▶ New features and technologies launched nearly every month.
- ▶ Incredible team of world class developers, business and opinion leaders.
- ▶ Viral content marketing machinery.
- ▶ Over 10,000 new paying user every month at a \$0 USD conversion cost!

# **SHOT TRACER**

**B2C App**

**Smart Tee**

**TV Broadcast**

**SDK**





SHOT TRACER APP

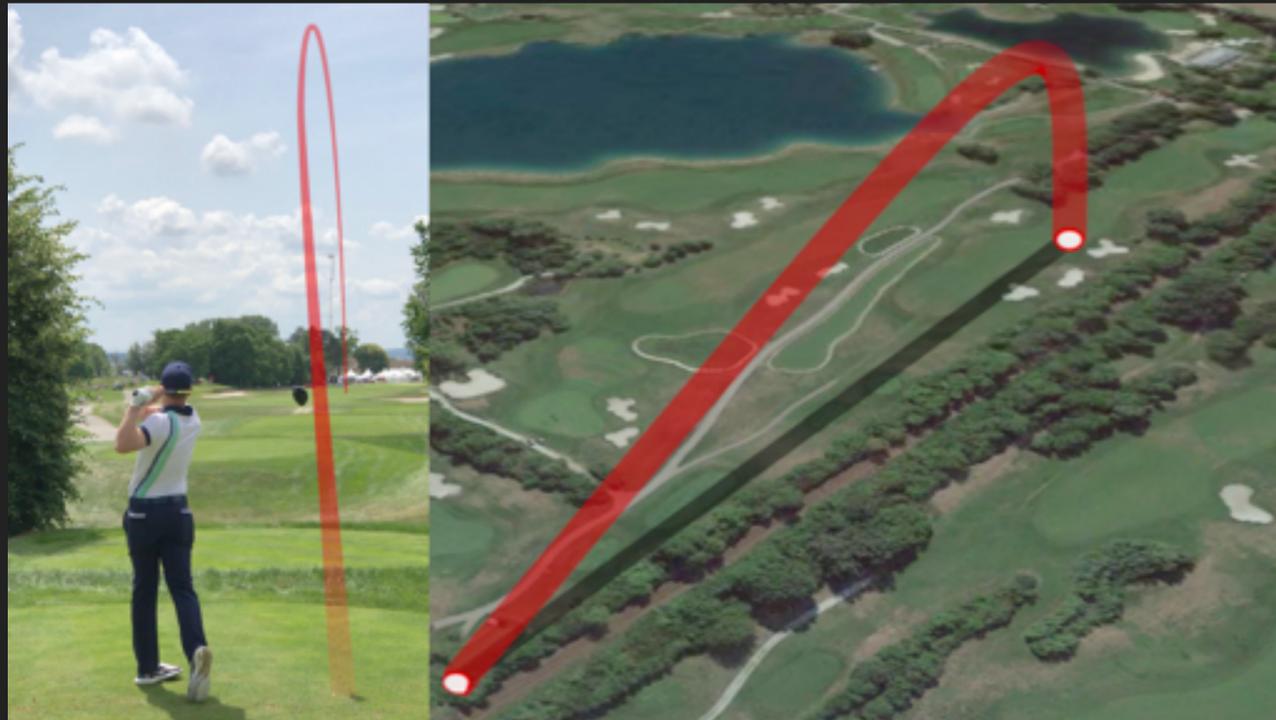
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**FEATURES**

# SHOT TRACER KEY FEATURES



- ▶ Automatic track and trace.
- ▶ Shot distance calculation.



- ▶ Map shots using GPS.
- ▶ Over 35,000 mapped courses.

# SHOT TRACER KEY FEATURES



- ▶ Automatic Putt Tracer.
- ▶ Better understand your putt line.



- ▶ Automatic Swing Tracer.
- ▶ Swing analysis for the 21th century.



# NOTABLE AWARDS



▶ BEST APP



▶ BEST APP



▶ BEST APP



▶ INNOVATION  
AWARD



▶ RESEARCH AWARD



▶ INNOVATION  
AWARD

# NOTABLE SOCIAL MEDIA USERS

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SHOT TRACER

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**SMART TEE**

# SHOT TRACER SMART TEE

- ▶ Stand alone tee box unit.
- ▶ Fully automated shot tracing.
- ▶ Automatically shares Shot Tracers to social, email or app.
- ▶ No person needed to operate.
- ▶ Tournament initiative and sponsor up-sale opportunities.
- ▶ Pricing not publicly shared.



# NOTABLE EVENT IMPLEMENTATIONS



▶ European Team Amateur Championship.



▶ Evian Pro-Am



15:30:25

SHOT TRACER LIVE

TV PRODUCTION

# SHOT TRACER LIVE TV BROADCASTING

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- ▶ Up to 70% cheaper than comparable radar based solutions.
- ▶ Faster tracking with only 0.7 seconds latency
- ▶ No person needed to operate, works completely automatically.
- ▶ Integrates into any broadcasting supply chain.
- ▶ No additional hardware required, turn-key solution.
- ▶ Set up on every tee box for the fraction of the cost of one radar system set up.
- ▶ Pricing not publicly shared.

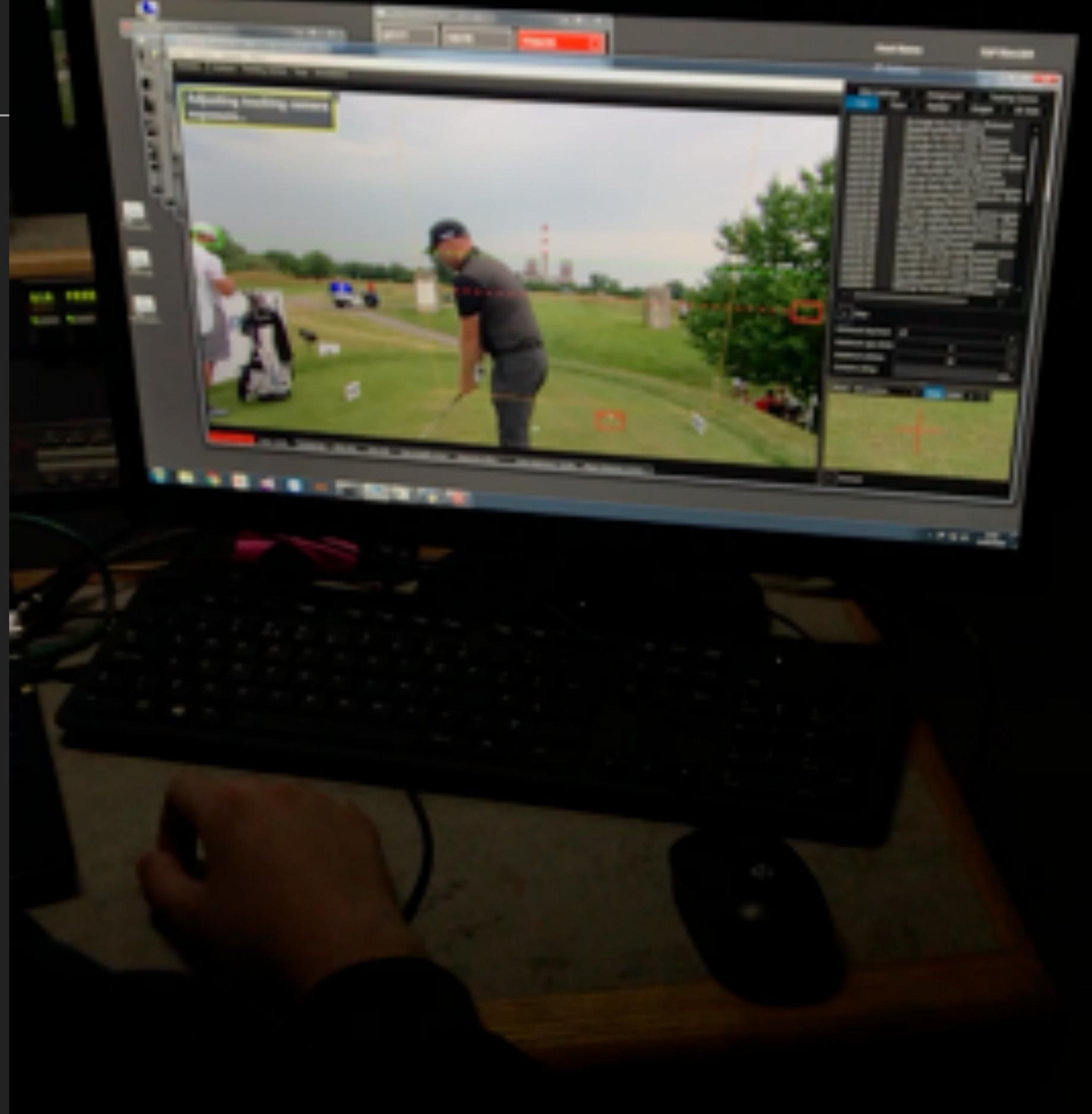
## COMPARED TO TOP TRACER

- ▶ Needs two operators.
  - ▶ One operating camera
  - ▶ Second operating broadcast feed.
- ▶ Needs expensive hardware.
- ▶ Limited to cameras that carry the hardware.
- ▶ Expensive camera maintenance.
- ▶ Heavy and immobile camera equipment.
- ▶ Extremely expensive license.
- ▶ Radar needed



## COMPARED TO TOP TRACER

- ▶ Operator needed for tracking.
- ▶ No automation.

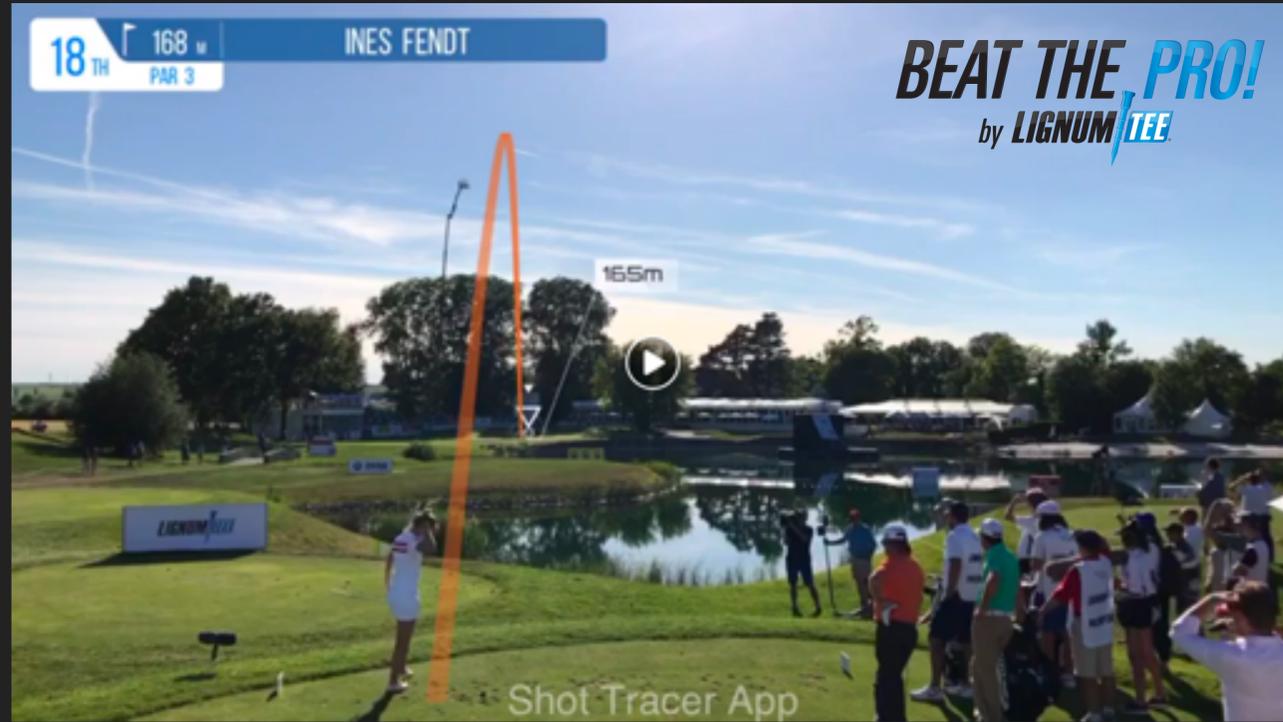


# SHOT TRACER BROADCASTING SOLUTION

- ▶ Plug and play solution.
- ▶ Works with any camera feed.
- ▶ No additional hardware required.
- ▶ 0.7 seconds tracking latency.
- ▶ Does not need any operator.
- ▶ Mobile camera solution.
- ▶ No technical expertise needed to operate.
- ▶ Works in any environment.
- ▶ Custom solution.



# NOTABLE EVENT IMPLEMENTATIONS



▶ European Tour Lyonesse Open “beat the pro”



▶ Callaway King's Of Distance



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