

# High Definition Golf – Commercial Use

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## High Definition Golf Simulators – Commercial Use

High Definition Golf Simulators are taking over the commercial simulator market for a variety of reasons:

- Only golf simulator to offer an integrated Golf Center Management Module - provides online reservations and multiple system management.
- Remote diagnostics via the Internet – instantly connect to the engineers that designed the system – essentially no down time waiting for technicians/parts
- Regular updates at the push of a button
- Image Quality
- Data Capture Accuracy
- Customization options
- Reliability & Support

For commercial installations, we offer 2 systems:

- Standard System (10' ceiling heights with 14' room width) – starts at \$42,950
- Championship Model (11' ceilings and 15' room width) – starts at \$46,250

The only difference between the 2 systems is the size. We recommend the projector upgrade (3800 lumens - \$2195) for run time and bulb life.

Depending on the interest rate, term, buyout and options, lease price is approximately \$1000/month.

The ROI is dependent upon your business model, but \$25/hr rental rate is the lowest we're aware of and rates can be as high as \$75/hr – more if instruction is included. As you can see, even at the lowest rate, break even only requires 40 hours of utilization monthly. Membership plans also offer alternative revenue opportunities. Naturally, the location, weather, demographics, etc will play a major role in revenue generation. Attached is a brief overview for golf center facilities.

## Competitive Product Comparison

The 3 golf simulators appropriate for commercial use are High Definition Golf, Full Swing and AboutGolf. I'll just mention a few highlights, but would recommend you speak with golf center owners who have experience with all brands – I can provide a couple of references if you are interested. I think you'll quickly understand why High Definition has become so popular – particularly for commercial use.



HIGH DEFINITION GOLF

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## **Full Swing**

The largest/oldest manufacturer of the 3 companies and their technology has changed very little in the last 20 years. Their graphics are lower quality and data capture is not as precise because it does not capture the club face. Annual maintenance is costly and downtime can be significant waiting for parts and/or a technician. Full Swing does offer a greater selection of courses, but we find most players choose the top 10. Full Swing is the first to offer online competition, however, High Definition offers bay to bay connection – picture in picture via the internet and is in the process of developing an independent website to host competition.

## **About Golf**

About Golf has just recently changed their system from radar to camera based technology. The release was originally scheduled for the PGA Show in January, but there have been some integration issues - I understand they plan to release the new models this fall. It is great they have validated the technology High Definition has used from the beginning, but they don't have the 20 years of technology experience behind them. Since I haven't seen the new model personally, I can't comment on the display or accuracy, but would give it a year or so to fine-tune the new system after its release. About Golf's interface can be a little confusing, but they may have updated that with the new model.

## **High Definition Golf**

High Definition Golf is known for its high resolution imagery and accurate data capture. For commercial use, the simplicity of the interface, the Golf Center Management module, reliability and remote diagnostics make it the easy winner. High Definition Golf renders their own golf courses and new courses are added regularly – our most popular are Pebble Beach, Spyglass, Pinehurst, Banff Springs and Casa de Campo.

Before making a buying decision, I would recommend viewing all 3 systems. Our showroom is located just outside Atlanta or I can schedule a demo at one of our facilities closer to you. Please let me know if you need any additional information or would like to schedule a demo.



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