

Instructor's Gadget

iClub

The iClub System is being billed as the world's most advanced body motion capture system. It includes a number of products that utilize the company's proprietary wireless motion-sensing platforms to comprise a complete golf instructional system. According to iClub Chief Executive Officer Satayan Mahajan, who's based in Boston, the company's goal is to provide PGA Professionals and golfers with products that are easy to use and that help them achieve their goals.

"I thought this up in the early 1990s," says Mahajan. "I wasn't much of a golfer. I was playing with a college buddy, who was a really good player. When I played with him, I was just bad. When I didn't play with him, I was really bad. I thought 'why can't golfers have the benefit of having their teacher with them at all times, even when the teacher wasn't physically present?' So about five years ago, a group of us at Massachusetts Institute of Technology co-developed this. We have a lot of PGA Professionals using these in lessons."

The system is oriented around the 2.5-ounce, 2.5-inch iClub (\$600), that when attached to a golf club's grip, wirelessly tracks a golfer's swing and provides real-time, 3D feedback both on- and off-course. Motion sensing technologies capture vital data such as clubhead speed, back-swing tempo, follow-through tempo, impact face angle, swing path, etc. The results can be played back on a computer

screen, virtually replaying a digital version of the golfer's swing from any angle. Student swings can be overlaid with those of friends or PGA Tour professionals.

Many PGA Professionals swear by the iClub's ability to increase a student's distance, improve control, and demystify any short-game subtleties by tracking swing motion and the dynamics of what's going on within a swing. If you've undergone a digitized fitting process at one of TaylorMade's or Callaway's facilities, this system will be reminiscent.

Those considering using this as a tool are encouraged to also purchase the Body Motion System (\$4,500) which, through the use of a futuristic body vest, offers state-of-the-art biomechanics analysis and the world's most comprehensive swing analysis system. This was developed with leading teaching professionals to fit the diverse needs of students and teachers. It can measure the subtleties of the body's motion during the swing that are imperceptible to the naked eye or traditional video. Just as importantly, it can help PGA Professionals highlight areas of power loss and inefficiencies in a golfer's swing.

iClub is hosting a "Better Golf Through Technology conference" at MIT in Cambridge, Mass., on Feb. 17-18, and will have many PGA Professionals in attendance.

Visit www.bettergolftthroughtechnology.com for details. ■



news worthy:

eCoaching Technology is being selected nationwide

Naples Health Club and the Lely Golf Club, both in Naples, Fla., have selected eCoaching Technology, a sports video distance learning company, for use by Tom Patri, PGA director of instruction at the two facilities.

"eCoaching allows me to

stay in touch with my students 24/7, 365 days a year," says Patri. "It's that non-stop communication element that's so appealing and important. It is hard for golfers to retain all the information after they leave a lesson, and eCoaching Technology makes ongoing retention possible. My students seem to love having this

option in their possession."

The company recently debuted its "Customer for Life" web-based program that includes video instruction, performance e-journaling, tip and drill libraries and state-of-the-art, ongoing long-term communication between instructor and student. The PGA Tour Golf Academy at the World Golf

Village in St. Augustine, Fla. recently put it to use, as did the Brad Brewer Golf Academy at Shingle Creek Golf Club in Orlando, and Superstition Mountain Golf & Country Club in Superstition Mountain, Ariz.

For additional eCoaching Technology details, visit: www.mye coaching.com or call 561-758-7641. ●