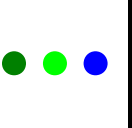




# Quality Golf Stats



How **OPTIMAL FLIGHT**  
can change your fitting  
services in 2008



## **OPTIMAL FLIGHT: 2008**

How OptimalFlight can change your fitting services:

- Give customers a summary report that makes sense of what happened in a 30-90 minute session.
- Club-fitters and shops are using it to calibrate their own launch monitor systems. Data your customers can trust becomes QUALITY data.
- OptimalFlight helps create the lowest cost entry point in offering high quality launch monitor fitting and feedback services.

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## OPTIMALFLIGHT: 2008

### How OptimalFlight can change your fitting services:

- Leverage existing launch monitor equipment investment to provide more fitting services and revenue streams.
  - Ball – Driver – Shaft – Iron Distance Profiling and more!
  - Offer LM, video, and OptimalFlight software as part of a fitting bundle for a complete insight on their game.
  - Accelerate your customers discovery of equipment that makes a difference in their golf game with your fitting services.
- 20-40 hourly sessions per month @ \$50/hr = \$1-2K/mo. + equipment sales and fitting revenue. Positive word of mouth increases your business with new customers.



## OPTIMALFLIGHT: Intro

### Todd M. Kos

- Pennsylvania resident
- Home course: Toftrees Golf Club
  - Has played golf for nearly 30 years, 2 H-I-O's
  - 2-Man Team Men's League player since 2000
- BS, MS in Applied & Mathematical Statistics
  - Rochester Institute of Technology
- Expert MS Excel developer since 1993



## OPTIMALFLIGHT: Intro

### OPTIMALFLIGHT

- Is a product of [www.QualityGolfStats.com](http://www.QualityGolfStats.com)
- Became initially available in August 2006 to golfers and club-fitters worldwide:
  - USA, Australia, England, Ireland, Italy
  - Switzerland, Germany, Canada, Japan
- Is a software program that runs with Microsoft Excel™.



## OPTIMALFLIGHT: What



is the  
**best add-on tool**  
you can get for your launch monitor.



## OPTIMALFLIGHT: Why

### Reasons why OptimalFlight is the best add-on tool:

- It allows you to create high-quality personalized reports the customer can understand and take home.
- Customers see their results in graphical ball flight form.
  - Easily perform equipment comparison studies.
  - Conduct golf instruction studies with LM on hand (how can I generate more ball speed?).
- OptimalFlight complements a variety of launch monitor systems.
  - Vector, Zelocity PureLaunch, Swing Dynamics
  - Impactra, FlightScope, TrackMan



## OPTIMALFLIGHT: What

•What if I don't  
•have a LM?



**OPTIMAL  
FLIGHT**

offers an **easy and  
interactive learning environment**  
about golf ball launch conditions.  
No PhD degree required!



## OPTIMALFLIGHT: How

### How can OptimalFlight's easy and interactive learning environment can make a difference?

- Compare results of 4 unique launch conditions at once.
  - Easily see the effects of ball speed, launch angle, spin and 9 other factors (or 12 factors!).
- Do '**what-if**' learning of *how* launch conditions can be optimized to achieve distance results. Help your customer realize their potential and how to get there with your services.
- Store results from demo equipment and learning knowledge into a personal database. Take a closer look at LM data published in golf magazines.



## OPTIMALFLIGHT: Results

### 18 months of ball flight data validation says OptimalFlight results are the real deal.

- + Customer feedback from sea level to high altitudes.
- World-class PhD expertise and advanced physics algorithms of a modern golf ball are working behind the scenes for Driver – SW.
- If the data is unreasonable, OptimalFlight will let you know!
  - Missing spin data? OptimalFlight can help estimate it.
  - Windy conditions when using a full flight radar system? OptimalFlight can help normalize the data as if all shots were launched under identical environment conditions.



## OPTIMALFLIGHT: Results

Long Drive professionals are using OptimalFlight to discover optimal launch conditions for 350-400+ yard drives.

- July 2007 - Longest drive in competition (551 yards) has been validated and deemed possible by OptimalFlight.
  - This person has also won the Re/Max 2007 World Long Drive championships in October 28, 2007. In 2 weeks, you can see these results on TV.
- OptimalFlight long drive professionals almost had a near sweep in the 2007 Australian Long Drive Championships (2nd place Open, 1st place Sr. Division)



## OPTIMALFLIGHT: DEMO

### Installation

- Download from [www.QualityGolfStats.com](http://www.QualityGolfStats.com)
- 3 steps (Register, Activate, Run Program)

### Running OptimalFlight

- Basic data entry
- Saving reports
- Loading reports
- Mini-Report Tour



## OPTIMALFLIGHT: DEMO

### Installation

- Download from [www.QualityGolfStats.com](http://www.QualityGolfStats.com)



## OPTIMALFLIGHT

Complete steps 1, 2, and 3 to begin using OptimalFlight!

- 1) **REGISTER** This step generates a license registration key.
- 2) **ACTIVATE** Run the ACTIVATE step after receiving an e-mail indicating it was activated. The cost of a license is an one time purchase with unlimited upgrades.
- 3) **RUN OPTIMALFLIGHT** This button runs successfully **only** after steps 1 and 2.



## OPTIMALFLIGHT: Reports

OptimalFlight reports summarize launch monitor data unlike no other software application.

- A single report is an equivalent to hundreds of individual ball flight reports.
- It gives you the power of an expensive launch monitor system on your laptop or desktop with complete analysis of up to four ball flights at the same time.
- This quick demo presentation will give you a fast start in becoming an OptimalFlight expert.

# OPTIMALFLIGHT: DEMO

## Basic Data Entry: Ball Speed, Launch, and Spin

Name: \_\_\_\_\_

Notes: \_\_\_\_\_

Location: \_\_\_\_\_ Date:

Club / Shaft: \_\_\_\_\_

CLEAR ONLY BALL FLIGHT DATA

FLIGHT:	A	B	C	D
BALL SPD (mph):	<input type="button" value="CLEAR"/>	<input type="button" value="CLEAR"/>	<input type="button" value="CLEAR"/>	<input type="button" value="CLEAR"/>
LAUNCH (deg):	<input type="button" value="Push/Pull"/>	<input type="button" value="Push/Pull"/>	<input type="button" value="Push/Pull"/>	<input type="button" value="Push/Pull"/>
BackSPIN (rpm):	<input type="button" value="SideSpin"/>	<input type="button" value="SideSpin"/>	<input type="button" value="SideSpin"/>	<input type="button" value="SideSpin"/>
Carry (yds):				
<b>OPTIMALFLIGHT</b> HIT ALL BALLS	<input type="button" value="HIT BALL"/>	<input type="button" value="HIT BALL"/>	<input type="button" value="HIT BALL"/>	<input type="button" value="HIT BALL"/>

# OPTIMALFLIGHT: DEMO

## Saving Reports: Use the Save or Update button

Name: \_\_\_\_\_

Notes: \_\_\_\_\_

Location: \_\_\_\_\_ Date:

Club / Shaft: \_\_\_\_\_

CLEAR ONLY BALL FLIGHT DATA

FLIGHT:	A	B	C	D
BALL SPD (mph):	<input type="button" value="CLEAR"/>	<input type="button" value="CLEAR"/>	<input type="button" value="CLEAR"/>	<input type="button" value="CLEAR"/>
LAUNCH (deg):	<input type="button" value="Push/Pull"/>	<input type="button" value="Push/Pull"/>	<input type="button" value="Push/Pull"/>	<input type="button" value="Push/Pull"/>
BackSPIN (rpm):	<input type="button" value="SideSpin"/>	<input type="button" value="SideSpin"/>	<input type="button" value="SideSpin"/>	<input type="button" value="SideSpin"/>
Carry (yds):				
<b>OPTIMALFLIGHT</b> HIT ALL BALLS	<input type="button" value="HIT BALL"/>	<input type="button" value="HIT BALL"/>	<input type="button" value="HIT BALL"/>	<input type="button" value="HIT BALL"/>



# OPTIMALFLIGHT: DEMO

**Loading Reports:** Enter report # and click **Load Report**

Name: \_\_\_\_\_

Notes: \_\_\_\_\_

Location: \_\_\_\_\_ Date: \_\_\_\_\_

Club / Shaft: \_\_\_\_\_

CLEAR ONLY BALL FLIGHT DATA

FLIGHT:	A	B	C	D
BALL SPD (mph):				
LAUNCH (deg):	<input type="button" value="Push/Pull"/>	<input type="button" value="Push/Pull"/>	<input type="button" value="Push/Pull"/>	<input type="button" value="Push/Pull"/>
BackSPIN (rpm):	<input type="button" value="SideSpin"/>	<input type="button" value="SideSpin"/>	<input type="button" value="SideSpin"/>	<input type="button" value="SideSpin"/>
Carry (yds):				
<b>OPTIMALFLIGHT</b> HIT ALL BALLS	<input type="button" value="HIT BALL"/>	<input type="button" value="HIT BALL"/>	<input type="button" value="HIT BALL"/>	<input type="button" value="HIT BALL"/>



# OPTIMALFLIGHT: DEMO

**Database feature:** The database you can save or update reports to is your personal database.

To access sample databases, click on CONTROL PANEL button and choose Sample database and pick from the available databases.

Click this button to see if a new version of OptimalFlight is available. Or you could visit [www.qualitygolfstats.com](http://www.qualitygolfstats.com) for the latest release and install it.

**SET BALL SOUND** option allows you to pick from a list of driver sounds and hear it every time a shot is hit. The list of sounds will be updated yearly.

**Data Source:**

User
  Sample

**User** data source is your own launch monitor database. You can save, update, and delete reports in this database. **Sample** database contains launch monitor data examples and classic studies. Feel free to access, learn and interact with them.



## OPTIMALFLIGHT: EXAMPLES

The **2007 Advanced OptimalFlight Sample Database** contains a wealth of reports and examples. An OptimalFlight license is required to access them.

- Anyone who purchases or has a license during this conference will be given a special download link to this database by e-mail.
- Stop by the OptimalFlight demonstration table and try it out in person.



## OPTIMALFLIGHT: EXAMPLES

The **2007 Advanced OptimalFlight Sample Database** has the following reports:

### Data Validation

- Vector data validation (Vector)
- 2 ball types versus Driver & Wedge (TrackMan)
- European Masters 2006 in England (TrackMan)
- 3 wood study, environment effects (TrackMan)
- USGA Ball Testing (Actual)
- RE/MAX 2006 Long Drive Finals (Actual)
- L. Nelson's Range Session (Actual, Zelocity PureLaunch)



## OPTIMALFLIGHT: EXAMPLES

Also included are the following world class example reports:

### Example Studies

- Driver optimization scenario at 140mph
- TaylorMade Moveable Weight Study (Vector)
- 2 balls, 2 Drivers (Vector)
  
- Iron Distance Profiling (Vector)
  - True Length Technology Project (28 reports)
    - A separate & special TLT OptimalFlight Sample database
  - Tee Box Elevation Reports + Google Earth



## OPTIMALFLIGHT: 2008

What's coming up ahead?

1. OptimalFlight on Excel 2007 ( Now **AVAILABLE !** )
2. [www.iseekgolf.com](http://www.iseekgolf.com) website featuring **a series of launch monitor fitting articles** utilizing OptimalFlight output. A special sample database will be set up just for data from these articles.
3. Continuous improvement of OptimalFlight !
  - Your input is valued in making it better!
  - Building interfaces to work with 1-2 leading LM's
  - Advanced profiling with contour maps
    - For a given ball speed, what are distance and landing angle results for a range of launch angles and spin.
  - And more...



## OPTIMALFLIGHT: Summary

### Summary:

- OptimalFlight is the best add-on tool you can get for your launch monitor.
- It offers an easy and interactive learning environment about golf ball launch conditions.
- It makes a difference in bridging the technology gap to the golfer and helps your services be “worth what paid” for.
- It makes the use of launch monitors FUN and become a powerful learning tool. The club-fitter’s role continues to be a vital one by being part of the solution with a LM to make a positive impact on a player’s golf game and his/her golfing satisfaction.



## Contact information & Credits

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### Credits:

Dan Connelly (TLT) Dana Upshaw (vector validation)  
Colby Webber (TLT) Sam Wilson (various studies)  
K. Larry Nelson (driving range study)  
Roy McNix (Association of Golf Clubfitting Professionals)