



the ultimate home golf experience

13 March 2012, London: The world's leading provider of golf simulators aboutGolf has partnered with London architects Squire and Partners to offer the ultimate home golfing experience.

With its innovative 3trak system, aboutGolf offers the most technologically advanced, fully immersive golf simulators, measuring every drive, pitch, chip and putt in unprecedented detail and accuracy. For the first time, the simulators are now available to be custom-built into private residences, combining world-class architectural design with cutting-edge golf technology. From Pebble Beach to St Andrews, golfers can now play 50 of the world's top courses in their own living room on a custom simulator by aboutGolf with the premium home fitting service providing golfers with a unique golfing experience. Squire and Partners is an award-winning architectural practice who have been designing and executing projects on key sites in London and internationally for over 35 years. Partner at the practice Henry Squire, said: "We are delighted to be part of this project and join aboutGolf to offer a first class service to golfers who want to bring the world's leading golf courses into their own home. We can tailor the design of the room around the simulator so it is integrated beautifully into their individual homes. This truly is at the cutting edge of home entertainment".

The simulators produce the most definitive ball and club data in a reliable and consistent manner, which has become an essential feature for golfers wanting to improve their game. Furthermore the integration of performance tools, such as aG Flix and aG Balance, turns the simulator into a full golf swing analysis unit, giving quick, tangible feedback allowing you to improve your golf game immediately. World No.2 golfer Luke Donald, who recently installed a 3Trak-powered PGA Tour simulator in his own

home in Chicago, said: "As an owner of a PGA TOUR Simulator, I am a firm believer in aboutGolf's technology. A few shots on the simulator and I was convinced. My game was the same indoors as it is out." Leading indoor golf operator Urban Golf has recently installed the simulators across all of its London venues, allowing golfers to tee up on their lunch break and after work.

Urban Golf Managing Director James Day said:

"Our members have seen a real difference since the latest simulators from aboutGolf have been installed and we have had great feedback on the accuracy. The technology is such now that even seasoned professionals will find it hard to discern the difference in accuracy between a shot on the simulator and the real thing. It opens up a whole range of possibilities for golfers at all levels to learn and practice the game."

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