

### 3. ABOUTGOLF SIMULATORS



curved screen giving a 160-degree, totally immersive view of the course. Pioneering golf simulator Urban Golf, which has three London sites, are at the vanguard of this revolution. “These simulators are so accurate and reflective of an actual round of golf on the course that the team here now bring their own clubs and shoes with them,” says James Day, managing director of Urban Golf. “This never happened on the old systems.”

Simulators: from £32,000

Golf simulators have been around for 25 years in one form or another, but frankly they’ve not been that good. “People used to be happy with seeing a ball flying 300 yards on a screen in front of them,” says James Bowker, from AboutGolf Europe, “but it bore no resemblance to a real round of golf.” Smashing the ball down the 18th at St Andrews, one of more than 50 world-famous courses available, is no longer the key to a good shot on a simulator. It’s all about good technique and timing. The patented 3Trak system takes 2,300 photos a second, tracking the ball from the moment of impact, then quantifying the velocity, launch angles and spin rates. The latest AGCurve model projects on to a

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