

Frequently Asked Questions

What is ZENIO?

ZENIO is a revolutionary and totally portable training and fitting system designed specifically for the most important club in the bag: the putter. Measuring the size of a matchbox and weighing just 29 grams, ZENIO attaches to any putter in just 15 seconds and measures the key aspects of the putting stroke. All this data is instantly transmitted to a PDA or Smartphone via Bluetooth and can even be shared with other users or coaches by uploading it to the mobile web platform. It's like having your very own mobile putting lab.

What information will it give me?

Using sensors attached to the putter face, ZENIO measures the rhythm of the stroke, where on the clubface the ball is struck and the open/closed angle of the face at impact. It also records the face angle at the end of the backswing and throughswing, and the loft angle at impact. This information is then presented on-screen using easy-to-understand graphics. At the end of the session, you are given a percentage score of how you performed on impact, rhythm and face angle, as well as an overall score. As you continue using ZENIO over time you can track your performance compared to previous sessions and see improvements. Users can also see how their data compares to that of a touring professional and also to their previous 'Best' thanks to easily visible benchmark lines.

Doesn't a putting lab give me all this already?

No. ZENIO is unique for a number of reasons. Firstly, it's very simple to use and totally portable, meaning that putting analysis takes place outside, in real conditions on a real green. Results achieved in these natural conditions are vastly different to the 'sterile' laboratory environment. Secondly, the ZENIO doesn't just track how well you putt straight 10-footers, it can also record performance on uphill, downhill and breaking putts, all from a range of distances. And once you have the data, ZENIO's mobile web platform allows golfers instant access to specific putting tips and drills that can be downloaded for immediate use.

How can I improve using Zenio?

Knowledge is king when it comes to improving. But thanks to ZENIO, simply being aware of inconsistencies in the putting stroke is just the beginning. Using the mobile web, users can log onto the Zenio platform using their PDA or Smartphone and access hundreds of easy-to-follow putting tips created by the leading coaches who make up the ZENIO Educational Board. These very specific and targeted tips can then be instantly downloaded and used on the spot as part of your putting training. It's incredibly simple and totally immediate, allowing users to work on and problems there and then instead of going home and pondering what went wrong.

Why is the mobile platform so useful?

It's not just about being able to access tips and drills. Golfers can also upload their putting stats to the mobile platform where it can be viewed and assessed by their coach. This allows for remote coaching with player and teacher in real-time contact, sharing real data, wherever in the world they might be. This has already proved hugely popular on the professional Tours and with many National Federation teams. The mobile platform also enables the creation of a pool of putting knowledge, with the game's leading experts sharing ideas on best putting practice.

Why is this information important?

It's all about finding consistency. If your putting stroke repeats, you're well on the way to great putting. ZENIO can give you 100% accurate information on just how consistent your putting is. Are you hitting the same spot on the clubface every time or is it all over the place? Good accuracy means good stability. Is the face open on some putts and closed on others? Perhaps there are underlying technical issues, or even some weighting issues in the putter head or shaft. Is your rhythm up and down? Poor rhythm hints at poor mental state during putting. Arm yourself with your data and you (and your coach) will know exactly what needs working on.

What do I have to do?

Finding your own Comfort Zone is the first step on the road to great putting. By measuring putting performance using different grips, postures or stances, golfers can find the putting style that best suits them. It's not about being technically perfect, simply about finding a comfortable style that gives consistent performance. From there, it's a question of creating a putting benchmark for yourself. This is called My Best.

How do I find My Best?

Find a straight putt from 10ft and take seven putts. It should be a flat putt with no break and will be used to represent your best performance. Having found your best, now you can test your best. That means tracking your performance on uphill, downhill and breaking putts, each from three different distances. With this data you will be clearly able to see if your rhythm, impact spots or face angle changes when you take on more challenging putts.

Can I store the data and chart progress?

Absolutely. Every session you perform with ZENIO is recorded, filed and stored on your PDA or Smartphone, helping you to build up a long-term picture of your putting performance. Users can track how they are performing overall, see how they have fared with certain putts over a given time period and analyse changes in rhythm or impact – every piece of information can be used to help gauge improvements. Best of all, it's presented graphically in a format that couldn't be easier to understand.

What about helping find the ideal putter?

This is another great application of the ZENIO system as it can clearly show golfers how well they are performing with a certain putter. Not sure whether a face-balanced mallet or a full-hang blade putter suits you best? Try both with a ZENIO and let the data help you decide. The key advantage of this method over a standard putter fitting is mobility. Instead of taking place in a studio on a synthetic green in perfect conditions, using the ZENIO to custom-fit allows golfers to try putters in real conditions on a real putting green where slopes and breaks can be tackled as well as straight putts. Knowing you have the right putter is another key component of good putting.

OTHER INFORMATION**How easy is it to set up and use?**

The Zenio is clipped onto the shaft, a sensor pad stuck to the face and the two are connected. Once switched on, the Zenio will instantly connect to the PDA or Smartphone and is ready to be used. This whole process takes less than 15 seconds.

What equipment do I need?

The Zenio putting system requires needs a PDA or a Smartphone running Windows Mobile. This must be purchased separately.

Who else is using Zenio?

More than 50 European Tour players are already using ZENIO, along with a number of Tour coaches, academies and putting schools. ZENIO has entered into agreement with many of Europe's national federations who are using the ZENIO with their elite players. Several putter manufacturers have also entered into agreements with ZENIO .

How accurate is the data?

The Zenio has been independently tested by TopoMetric/Heitec, Europe's largest optical measurement company and declared accurate to within miniscule tolerances.