



## PRESS RELEASE

### **ZENIO putting training system launched at the GCAA National Convention in Las Vegas**

(Las Vegas, Nevada – December 8, 2009) ZENIO Sports has launched a revolutionary new training and fitting system that gives golfers immediate and accurate data on their putting in real time and in real, outdoor conditions.

Developed in conjunction with leading coaches and Tour players, the ZENIO was unveiled at the GCAA (Golf Coaches Association of America) National Convention in Las Vegas. Having already launched in Europe at the culmination of the Race to Dubai - where it drew an overwhelmingly positive response from the global golf community - ZENIO is now delighted to make this innovative training and fitting tool available to golfers, clubmakers and coaches in the United States and beyond.

Measuring the size of a matchbox and weighing just 29 grams, the ZENIO attaches to any putter in just 15 seconds. It uses the latest sensor technology to measure the key parameters of the putting stroke - impact, rhythm and face angle - and then immediately transmits the information to the user's Smartphone or PDA via Bluetooth, where it is displayed in an easy-to-understand graphical format.

With data from each session being automatically recorded, users can chart their progress over time on all manner of putts (straight, breaking, uphill, downhill) from a variety of different distances, helping to build up a clear picture of putting strengths and weaknesses. ZENIO's innovative software uses the player's 'Best' performance as a benchmark for future sessions and also includes a Tour player benchmark for comparison.

Golfers can also use the ZENIO to find their optimum stance, grip and posture, and by using the fitting option can even reveal which putter type suits their stroke best.

Armed with their own personal putting information, players can then log-on to the ZENIO website using their Smartphone and access putting drills created by leading coaches. ZENIO SPORTS is also developing a mobile web platform that will enable users to download specific drills to their handset or even upload their putting data where it can be viewed remotely by their coach.

Dr Richard Jaekel, inventor of the ZENIO, addressing the GCAA Convention, is confident that the device will transform the putting of players of all standards. "Hard data obtained in real putting conditions allows players and coaches to identify the areas that need attention and chart improvements thereafter." said Dr Jaekel. "With its mobility and immediacy, the ZENIO is a training tool that everybody can benefit from."

Instead of being frustrated by poor putting, ZENIO is unique in enabling players to understand what's going wrong and being able to deliver immediate help where it is needed most.... on the putting green.

**ENDS**

**Further Information:** Contact Richard Jaekel on 0049.69 631.2656, [rjaekel@zeniosports.com](mailto:rjaekel@zeniosports.com)

**Media Information:** Contact Richard Green on 0044.7980.903.955, [richard.green@sky.com](mailto:richard.green@sky.com)

For full details visit [www.zeniosports.com](http://www.zeniosports.com)