



## PRESS RELEASE

### **ZENIO launches innovative putting training system**

(Frankfurt, Germany – November 17, 2009) ZENIO Sports today announces the launch of 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 is the size of a matchbox, weighs just 29 grams and attaches to any putter in just 15 seconds.

It uses the very 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 on-screen 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 mobile web using their Smartphone and access hundreds of putting tips and drills specially created by the leading coaches who make up the ZENIO Educational Board. This facility also enables the putting data to be uploaded, where it can then be accessed remotely by a player's coach.

Dr Richard Jaekel, inventor of the ZENIO, is confident that it 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. "ZENIO is about giving the information needed to improve and, by using the mobile web platform, giving access to drills that will help achieve that goal."

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) or visit [www.zeniosports.com](http://www.zeniosports.com)

### **NOTES TO EDITORS**

The ZENIO system costs €699 and requires a PDA or Smartphone (not included)

Those interested in experiencing the unique benefits of ZENIO can buy online and enjoy using this revolutionary training and fitting system. If for some reason you don't wish to keep the ZENIO, simply return the system within two weeks and receive a full refund.