



*Greg Norman demonstrating the Inforemer cart unit and handheld unit*

## Product Review: The Inforemer® GPS-Golf Information Management System

*Joseph Stine / Editor*

Florida Golf Magazine is knowledgeable about Greg Norman's vast business empire, but there was one company mentioned while we were compiling this issue that we were unfamiliar with. Norman, who has a propensity for picking winners, recently joined the Board of Directors and signed an endorsement agreement with GPS Industries Inc. (GPSI), a GPS-based technology company headquartered in Surrey, British Columbia.

*Courses can custom design their Inforemer systems, mix and match handheld and cart units.*

Global positioning (GPS) is a technology first introduced by the United States Government for military applications. It utilizes a network of 27 satellites orbiting 12,000 miles above the earth to provide highly accurate position and navigation information. Over the past de-

cade, commercial applications utilizing GPS have been introduced to various markets, such as golf, where measuring precise distances can remove the guesswork from club selection, resulting in lower scores.

There are a handful of companies offering GPS-golf systems, and many offer similar features and capabilities. We wanted to know why Norman was so enthused about GPSI and why he recently announced a partnership with his Golf Course Design Company to introduce GPSI's Inforemer system to Norman-designed courses worldwide.

GPSI is a publicly-traded company, which has been around for nearly a decade. It was a market leader and a pioneer in GPS golf systems with its ProShot product, which was installed at more than 100 courses throughout North America. A few years ago, it made a strategic decision to invest heavily in the research and development of a new, proprietary technology platform that would benefit from technological innovations and third-party applications.

GPSI has quietly invested approximately \$20 million into its patented Inforemer platform, which it believes will redefine GPS-golf systems.

### **Commitment to Innovation**

GPSI introduced the Inforemer as a handheld mobile display unit designed to accommodate the millions of walking golfers, with special attention given to overseas markets where golf carts are far less common. It was the industry's first handheld GPS device and remains the only handheld to offer full course graphics and two-way communication. Other handheld units typically offer text-only distance measuring capabilities.

The system combines a wireless network, clubhouse management information system and mobile display units that golfers use on the course. The technology behind the Inforemer includes an open-architecture operating system, high-speed wireless technology, Internet protocols, two-way messaging,

management information, customer relationship management systems and differential GPS technology, which boasts more precise measurements than standard GPS.

The system is designed to provide golfers a more enjoyable experience on the course, while providing a tool for golf course administrators to better manage their facilities and traffic. The customer relationship management system allows courses to integrate database management and member information, which gives golfers a more personal experience.

A few months ago, GPSI introduced its new premium 10.4" color cart-mounted Inforemer unit, which can be easily mounted to any golf cart and does not need to be permanently affixed to a cart's roof. This minimizes maintenance and cart inventory issues. The Inforemer also has a unique screen technology that facilitates visibility in direct sunlight. We tested this color unit, and the graphics and course images were brilliant and interactive.

At the PGA Merchandise Show in January, GPSI will introduce the industry's first color, portable unit offering three mobile display units for courses to choose from. It's the ability to mix and match handheld, portable and cart-mounted units into a custom designed solution that makes GPSI stand out amongst the competition.

**More than GPS**

After speaking with the GPSI team, it was evident that they wanted to be recognized as a company that provided more than GPS. In fact, they made it known that GPS is only a small piece of the Inforemer puzzle. The company has invested considerable time and resources on the development of its management information system, which will generate new sources of course revenue.

The Inforemer system is easily managed through the course's club house computer, allowing staff to pinpoint golfers to precise locations, track the driving path of a cart, monitor pace-of-play, send and receive emergency messages, push advertising and content and generate sophisticated reports.

Some Inforemer enhancements include:

*· The advertising manager.*

This allows courses to customize advertising, which can be 'pushed' to the Inforemer's mobile display units. Advertising can be synchronized for different locations and zones on a course, and can be quickly and easily managed by the course.

*· Food and beverage menu management.*

Unlike many systems, the Inforemer's food and beverage menu can be easily edited to allow for varying menus, specials and promotions.

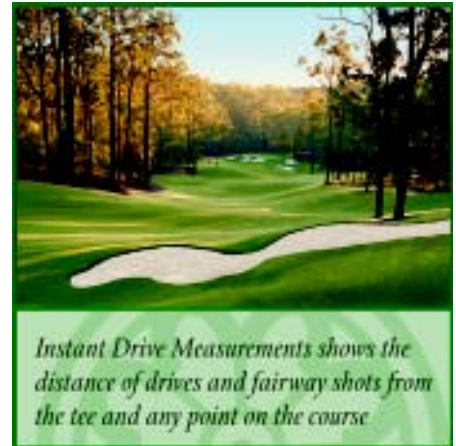
*· Tournament leaderboard and scoring system.*

GPSI recognized that tournament play is essential to courses, and is often a key revenue stream. With this in mind, GPSI developed a comprehensive tournament management solution and scoring system, which it claims will eliminate sandbagging. In addition, the scoring system integrates with mobile display units letting golfers enjoy a real-time leaderboard.

GPSI is also focusing on solutions specifically designed for golf course communities and golf course management companies with multiple properties. The company indicated it wouldn't be long before it made major announcements with respect to content deals and introducing the wireless world to golf.

GPSI provides a comprehensive service and warranty program with its Inforemer system, which includes 24-hour technical support, on-

site training, an on-line customer support resource center, remote technical system management and local distributor support.



"When we talk about being known as the company that provides **more**, we mean that sincerely. We are committed to reinventing the way GPS technology is perceived and used in the golf world," said Robert Silzer, CEO of GPSI "Our technology advantage enables us to continually enhance our system, add new, high-value features and applications; ensuring our golf course partners are always on the leading edge."

It seems Greg Norman isn't the only high-profile businessman to take an interest in GPSI. The company's Board of Directors reads like a who's-who in the business and golf/sports world, and they are now assembling a world-class advisory board.

For more information about the Inforemer, call 1(888) MOREGPS or visit [www.gpsindustries.com](http://www.gpsindustries.com).



**Inforemer System Features:**

Precise Distance Measurements to flagsticks, hazards, sand traps and other landmarks	Alerts such as weather and storm advisories	Emergency messaging capabilities
Drive Distance Measurements	Push button electronic scorecard for up to 4 players	Ordering of food, beverage and pro-shop merchandise
Invaluable Pro Tips and Suggestions	Two-way communication for receiving and sending messages	Look-ahead features and locator information for other golfers
Pace-of-Play information	Location-based advertising	Flexible user interface ranging from hands-free to fully interactive hands-on.
Tournament scoring and leaderboard		