

PLAY THE WORLD'S NO. 1 COURSE IN THE PAR GOLF MISSION HILLS CHALLENGE!

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Par Golf[®]

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Grace VS Annika



INSIDE:

SHORT GAME MAESTROS
WORLD GOLF HALL OF FAME
VIJAY 2004 VS. TIGER 2000
COMPUTER GOLF
MGA TURNS 75
10TH VOLVO CHINA OPEN

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Authorized Circulation

Arlene Pao
— President,
Focaltron
Corporation

Lady of Inspiration

Successful innovations in golf are rare and when they do come, they surface in sudden bursts. One such person who experienced 'eureka' and made it into reality is Arlene Pao, the president of Focaltron Corporation, who stopped by Kuala Lumpur recently on her tour of Asian markets



As the inventors and manufacturers of the highly-acclaimed Golf Achiever swing analyzer, Focaltron Corporation put the Golf Achiever through extensive and tough R & D tests. But, we were curious to know from Arlene Pao how it all came about. "It was a personal idea and 100% innovative. I was confident of the idea as it was a product to provide solutions," said Pao.

According to Pao, the idea came to her and her husband suddenly when they were at a golf course in the US in 1996. Inspired, they started work on what could be the golf world's best invention to date.

"From that vision, we conducted an extensive market research to understand the market space and wrote a business module," added Pao who was born in Taipei. "The idea was perfect as my husband was already working with technology and for four years, we were conducting highly top secret R&D to perfect the product."

The technology was patented in 1997 and after four years of secret field tests with pros, club fitters and select brand companies, the final released product was the seventh-generation analyzer.

"Initially, no one believed the accuracy of the analyzer's technology and its ability to measure ball speed until they tried it and saw the accuracy of the data," said the 44-year-old Pao who resides in Silicone Valley, California.

Today, the Golf Achiever has evolved further with added software

to meet the demands of playing pros, club fitters and manufacturers worldwide for 99.9% accurate visual reality information.

The current model, the Golf Achiever II, is available with a new G.A. Cam that utilizes stroboscopic photography. This combination is used either with the G.A. Vis or G.A. Vis Professional Video Analysis software.

To date, Focaltron Corporation has sold 2,000 units of the Golf Achiever worldwide and are seeking new markets in the Asian region.

"Our primary market focus is in the US, Europe and Japan but in 2004 and 2005 we will be concentrating on the Asian market," explained Pao.

Apart from selling the current model, Pao insists that there is always room for improvement and said that they are looking at various applications of the Golf Achiever.

"We always have a vision as a leader in business, therefore we have business plans for the future," said Pao. "In future, the Golf Achiever can possibly be used as part of an interactive golf game between players," Pao adds. "I would like the technology to be made available to consumers but the pricing and education process must be looked into first."

For the moment though, the Golf Achiever remains one of the best applications for coaching and club fitting. Although, the future possibility of having the golf achiever as an interactive game indoors during rainy days is far away, we cannot help but wonder the impact it could have on the game. ■



How the Golf Achiever Launch Monitor Works:

The Golf Achiever launch monitor has a series of laser emitters to create a layer of laser beams at a set distance and angles from the tee.

A sheet of lasers focuses on the area behind the ball and measures clubhead information just before impact.

When the clubhead travels through this field, the lasers record information like clubhead speed, angle of attack (inside-out/outside-in) and club face angle (open/closed).

A second set of lasers positioned in front of the ball then measures ball data after impact.

When the ball crosses the beams the system records ball speed, launch angle and side angle (left/right).

The data collected is then analysed by a qualified club fitter, who then recommends the right club face and shaft specifications to suit the players swing characteristics.

The Golf Achiever analyzer is mobile and easily set-up for indoor as well as outdoor club fitting sessions. ■

NOTE: In Malaysia, the Golf Achiever II swing analyzer system is currently used at select Golf House locations and during equipment demonstration days. For more information, contact **Royal Sporting House** at **03-7783 9968**