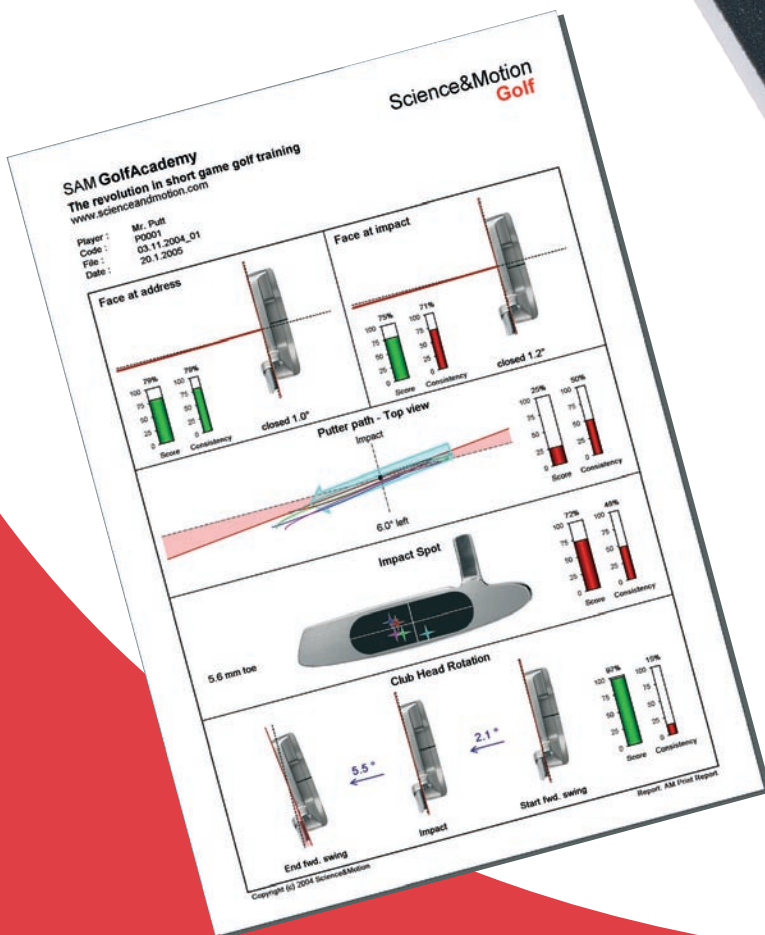
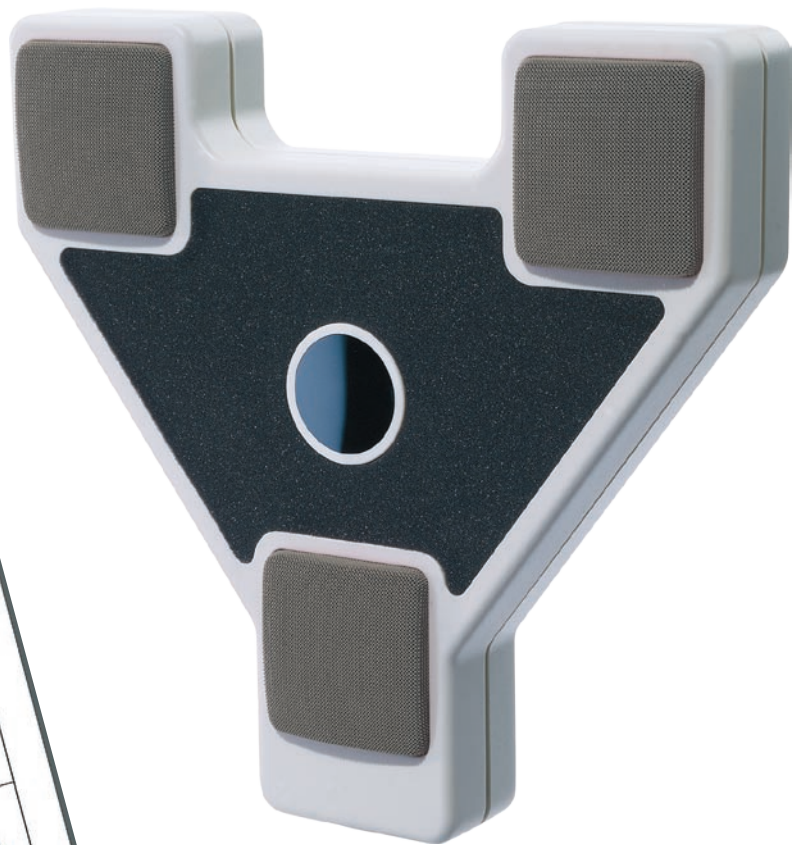




SAM PuttLab 2010



Innovative Golf Technology

www.scienceandmotion.com

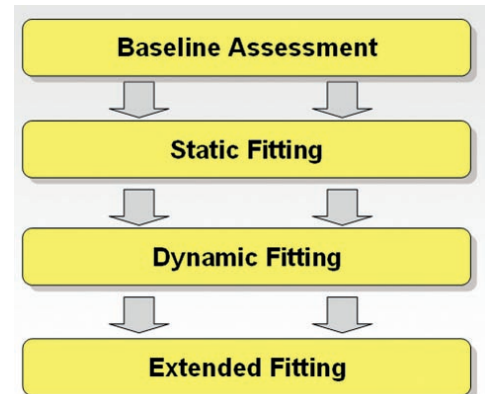
New in 2010

SAM PuttLab Fitting Edition

The solution for professional putter fitting

Science&Motion has developed the first complete solution for professional putter fitting. The interactive SAM PuttLab fitting software automatically guides the user with a dialog driven wizard. Each aspect of the fitting process is diagnosed in a step by step report.

Combining the Fitting Edition software with the new PuttingConcept fitting system offers the user the ability to build the exact putter recommended by the software in minutes.



Player: Einhaus, Sean
Session: 17.09.2009 EM Paris

SAM Fitting Protocol

Science Motion Sports

Correct: Dynamic loft

Select Loft:
- dyn. loft mainly determines launch
- launch needed on fast greens: 1-2°
- launch needed on slower greens: 3°
- normally set dyn. loft to 2-3 degrees
- shaft angle should be neutral or slightly delofted.

Check for ball spin:
- for rise >= dyn loft: top spin
- for rise < dyn loft: back spin
- more rise for shoulders tilted upwards
- left hand low position results in flat rise
The ball position also affects loft and rise!

Dynamic Loft Analysis:
*Hands are neutral over the ball.
Dynamic loft is correct*
Recommended: Keep Loft.

Shaft angle: 0.3° addloft

Pred. launch angle: 3.2° up
Predicted Spin: neutral

Dyn. Loft: 3.3° positive
(Putter Loft: 3.0°)

Rise angle: 2.6° up

- Interactive fitting process
- One report page per aspect
- Automatic fitting recommendations
- Static, dynamic and extended fitting
- Before/after comparison
- Final complete fitting specification

In the example to the left a static loft of 3 degrees is recommended due to a neutral hand position at impact.

PUTTING CONCEPTS Fittable Putter System

The innovative PuttingConcepts putter fitting system allows adjustment of: putter length, loft, lie, grip design, head and shaft configuration including offset. The Stealex shaft weighting system adapts the swing weight and overall weight of each putter.

The core components of the PuttingConcepts fitting system are the patent pending loft and lie adapters (LLA) and corresponding blade or mallet putter heads. Almost any putter configuration can be built in minutes. The putter is fully playable and can also be reconfigured if necessary!



- Loft 0...6 degrees
- Lie 68...74 degrees
- Face balanced...90 toe hang
- Straight / no offset or double bend offset
- 75g...150g shaft weighting
- Low torque shafts available



The standard PuttingConcepts fitting set contains:

- 2 heads- for both RH and LH fitting
- 7 shafts/grips - straight/no offset/double bend offset
- 13- loft lie adapters for >200 configurations
- Shaft weighting set

SAM PuttLab

Worlds leading putt analysis and putt training system

SAM PuttLab is based on extremely accurate ultrasound technology. It gives the player precise real time feedback on 28 parameters of the putting stroke, including putter face angles, face rotation, swing path, impact spot, swing time duration or stroke rhythm. All results are presented in clear, easy to understand graphical reports.

Using the SAM PuttLab training mode offers you the ability to customize individual training strategies and improve specific aspects of your putting stroke quickly and easily.

Numerous PGA Tour Players, several European PGA's, Golf Federations and National Teams trust the performance of Science&Motion.



Putt training in a new dimension

What makes SAM PuttLab so different?

- Professional putt analysis tool
- Scientifically proven*
- Extremely accurate and reliable
- Training module to improve specific aspects
- Suitable for amateurs up to PGA Tour players
- Instant feedback for significant improvement
- Ideal for putter fitting and putter sales
- Over 750 satisfied customers worldwide
- Portable for indoor and outdoor use

The Neuroscience of putting

43% of the golf shots are putts, however, putting is rarely trained systematically.

Neuroscience tells us that efficient learning is all about accurate feedback. For the first time SAM PuttLab allows an individual and efficient way to train for ascertainable success.



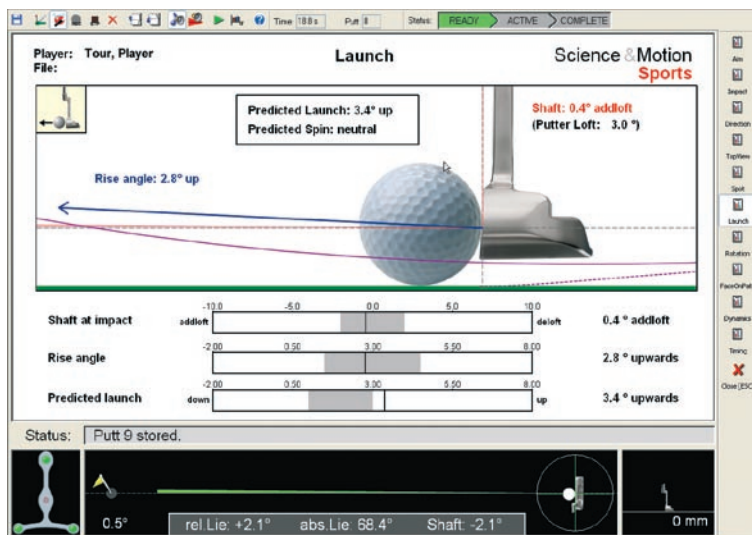
*Marquardt, C., SAM PuttLab: Concept and Tour Data. In: Jenkins, S. (ed.), Annual Review of Golf Coaching 2007. Multi-Science Publishing, Essex, 2007, 101-114.

Training Module

Instant feedback for most efficient learning

The SAM PuttLab training mode provides instant graphical and numerical feedback of all relevant parameters after each putt. You can directly see the difference compared to your last strokes and discover how close you came to the ideal in easy-to-read graphical report pages. This ingenious feedback guarantees immediate and lasting training success.

- instant feedback after each putt
- numerical and graphical information
- 10 specific training screens for all relevant aspects
- direct comparison with Tour Player performance
- audio feedback available
- live display of alignment, lie and shaft angle
- stroke history shows training progress

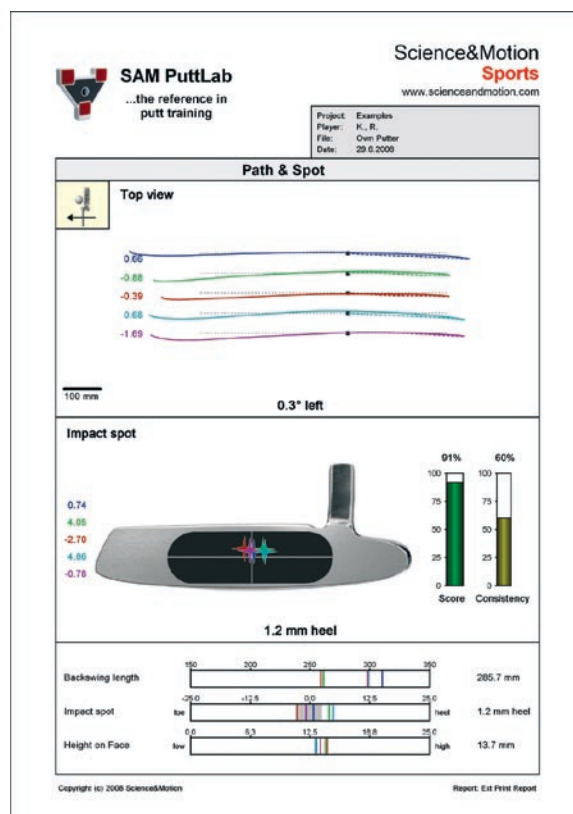


Result Reports

Printouts and PDF-files – perfect presentation of your results

The results of the recorded putting strokes can be displayed in high quality multi-page reports. Screen reports are optimized to display results on the computer screen. Print reports are optimized for high resolution printout. PDF reports can be directly sent to the student via email.

- Simple and advanced reports
- Summary of performance
- Numerical and graphical data
- Data for each stroke and data averages
- Score and consistency rating
- Bar charts with benchmarking range
- Individual logos can be inserted



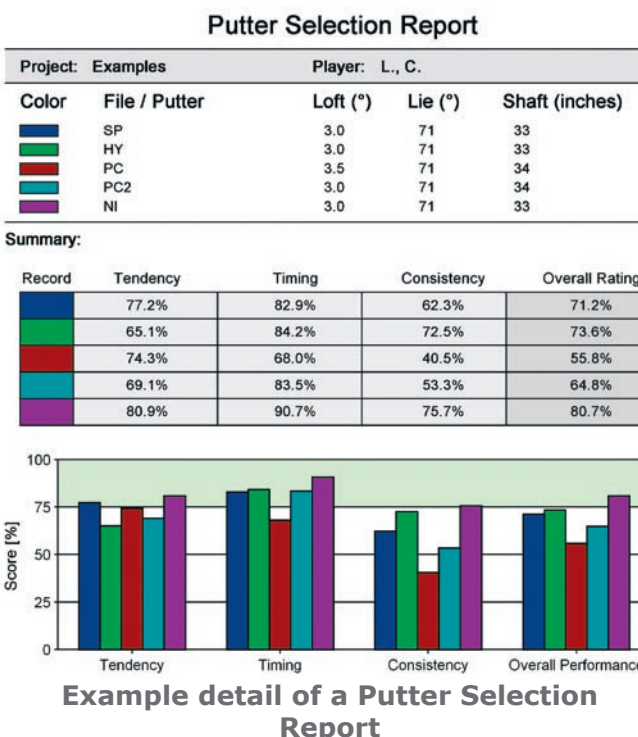
Putter Selection

Find the best putter for your student inside of minutes

The *Putter Selection Report* is the perfect tool to quickly find the best putter for a player. You will see the differences between the tested putters at a glance.

The putter selection module is ideal to objectively support the sales process for putters. If time for a true putter fitting is not available, then a quick putter comparison is a great alternative.

- Compare up to 8 different putters
- Guided by an automatic session wizard
- Graphical and statistical data
- Overall and in detail analysis available



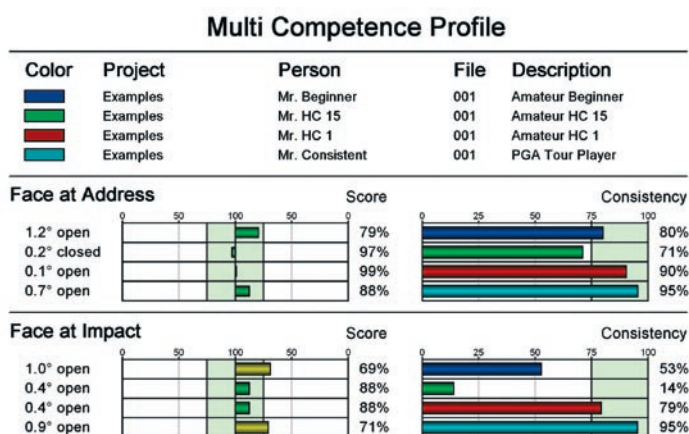
Multi Competence Profiles

Directly compare different measurements or players

The Multi-Competence profile allows to directly compare up to 8 recordings in one single report. The profile shows the most relevant factors of your stroke including the overall performance.

Compare today's performance with the performance of the last session, the performance in another setup or even with the profile of a PGA Tour player. Simply select the according data sets in the report wizard. Easy and concise.

- Compare different training situations
- Track training success
- Compare different players
- Graphical and statistical data



This example shows a detail of a Multi-Competence report for 4 players.

Testimonials

What the experts say



"As soon as I had worked with the system myself, I realized what an innovative and significant piece of equipment it is. ... Knowing exactly what is happening during the putting stroke can mean a significant and important change of approach to helping coach golfers at all levels. Ultimately it's about helping players get better results."

Keith Williams - PGA Europe Tour Coach

"St Andrews Links Golf Academy is proud to be at the forefront of the modern game. SAM PuttLab is a key component of the coaching system we have in operation at the Home of Golf. It provides clear feedback, positive results and above all it is fun to use."

Steve North - Director of Instruction, St Andrews Links Golf Academy



"The SAM PuttLab provides insight into the putting stroke with a level of precision unlike any other technology. The successful use of the system in my work with PGA tour players confirmed the high efficiency of this excellent feedback tool."

David Leadbetter

"A team of German scientists and teaching professionals figured that the only way to cure the yips was to first discover exactly when, how and how much they happen in a stroke. That's what their SAM machine does. It provides a complete diagram of the putting or chipping stroke, measured with ultrasound..."

Hank Haney "The Science of Curing Yips", Golf Digest, August 2004

"You can have good weeks putting badly, and vice versa, but this machine is a great help with those things even a coach cannot see."

Padraig Harrington

"We had a training camp in the south of Italy. The machine was well accepted by the players...some were totally enthusiastic about it!"

Federica Dassu - Head-Coach of Italian women's Golf Federation

"From amateurs to tour players, I am amazed how easy it is to pinpoint problems in ones putting stroke. From a simple assessment to teaching, nothing comes close to the accuracy and consistency that your machine displays. I have been able to modify and sell hundreds of putters utilizing your SAM system."

Travis Fussell - President Fussell Putters

"The SAM PuttLab takes putting science into the body, giving the teacher and the golfer all the precise knowledge needed to assess the effectiveness of technique, to identify problem areas, and to guide and monitor improvement."

This is the first putting technology worthy of the next century, and should immediately find a place in every top golf school and in every professional player's arsenal."

Geoff Mangum

"After attending the Putting Academy my putting stats have improved enormously. I now average about 30 putts and make more birdies in a round than I ever have. I truly recommend you have your stroke analysed by the SAM PuttLab."

Joanne Mills - Ladies European Tour winner 2007

Product Editions

There are 4 product editions of SAM PuttLab 2010 available: Basic, Fitting, Standard and Pro.

New for 2010 is the Fitting edition which includes the full measurement features of the PuttLab and the brand new Putter Fitting module that guides the user through the complete putter fitting process.

The following table shows the features of the different editions:

SAM PuttLab Features 2010	<i>Basic</i>	<i>Fitting</i>	<i>Standard</i>	<i>Pro</i>
Analysis of 28 putting parameters	x	x	x	x
Player / Project management	x	x	x	x
Measurement module	x	x	x	x
Training module	x		x	x
Putter Fitting module		x	x	x
Screen Reports	x	x	x	x
Media file management	x	x	x	x
Protocol driven analysis sessions		x	x	x
Print Reports incl. PDF export		x	x	x
Send Report as email		x	x	x
Video recording module		x	x	x
Competence Profile reports including PGA Tour reference data		x	x	x
Custom Report logos		x	x	x
Audio Feedback in Training			x	x
Putter Fitting Report		x	x	x
Putter Selection Report		x	x	x
3D replay of putting strokes			x ¹	x
Putting games			x	x
Database export				x
Statistics module				x
Yips analysis module (for wrist measurement including special Reports)				x
Head movement analysis module (including special Reports)				x
Triplet Clips	1	2	2	5
Additional sensor (for wrist and head measurement)				x

1 : Standard edition will only include a limited number of views for the 3D putt replay module

All product editions can be upgraded to a higher edition at any time.
For prices and details please contact your local agent or Science&Motion Sports.

Science & Motion Sports



SAM PuttLab

The reference in Putting Analysis and Training



Accurate, portable, easy to use ultra-sound measurement system

Local agent contact details:

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