



# ***SOME-TIZATION OF GOLF***

***Mikko Rantanen  
Co-founder***









## SPOTLIGHT

### HIGHEST APEX HEIGHT

2014 PGA TOUR

J. LOVEMARK	141'9"
K. STANLEY	137'7"
A. LOUPE	133'9"
J. TEATER	124'9"
G. OGILVY	124'5"
R. FOWLER	123'1"



**GEOFF OGILVY**

**-15**

**RD1**

**RD2**

**RD3**

**17TH HOLE THIS WEEK**

**BIRDIE**

**PAR**

**DOUBLE BOGEY**



**MICKELSON**

what I'm going to do yet. I'll probably go into more detail next week. I'm not goi

**GOLF**

5.5.14

SAMSUNG



Forum Nav: Golf Forum

All Forums: [New Posts](#)

## Golf Forum

[Subscribe](#) [RSS](#) [Search This Forum](#)

### Welcome

Forum	Last Post	Threads	Posts
<a href="#">Welcome, Everyone</a> Welcome to The Sand Trap's golf forum! Introduce yourself to our other members here so that we can get to know one another.	<a href="#">What Do You Do for a Living?</a> Yesterday at 7:24 pm by Gary D	3,085	19,844
<a href="#">The Blog</a>	No Posts	N/A	N/A

### The Clubhouse

Forum	Last Post	Threads	Posts
<a href="#">Golf Talk</a> (24 Viewing) General golf topics such as stories, etiquette, television shows, movies. A "catch-all" for golf-related topics.	<a href="#">The Drive for 5...</a> Today at 3:50 am by layup	15,723	340,263
<a href="#">Tour Talk</a> (12 Viewing) Talk about professional and amateur tours and their players here.	<a href="#">2015 U.S. Senior Open at Del Paso Country Club Discussion Thread</a> Today at 3:10 am by Golfingdad	4,812	156,748

### Recommended Video



#1 Reason the Average Golfer Can't Hit 200+ Yards...  
[Watch Video >](#)

### Sponsored

[View all sponsors](#)

#### Divot



One Deal. Every Day. No Mulligans.  
[Shop now at divot.com](#)



SAMSUNG

← 10 → [X] [Emergency] [Plyover] [Request Cart] [Scorecard] [Help]

PAR	M/4	F/5	Distance to Pin <b>367</b>
HCP	M/5	F/5	
T. Dist		F. Tee	Round Time
●	521	478	01:00 12:59
●	457	414	3:10 behind pace
●	452	409	
●	393	350	

> ProTip

37 ARI-29 F NYG-37 ARI-29 F NYG-37 ARI-29 F NY

PROLINK TOUCH







Golfie @Golfie\_com · Aug 3  
"@bubbawatson: Waiting to play some golf! #RainDelay " Now that's a golfer selfie! #golfie

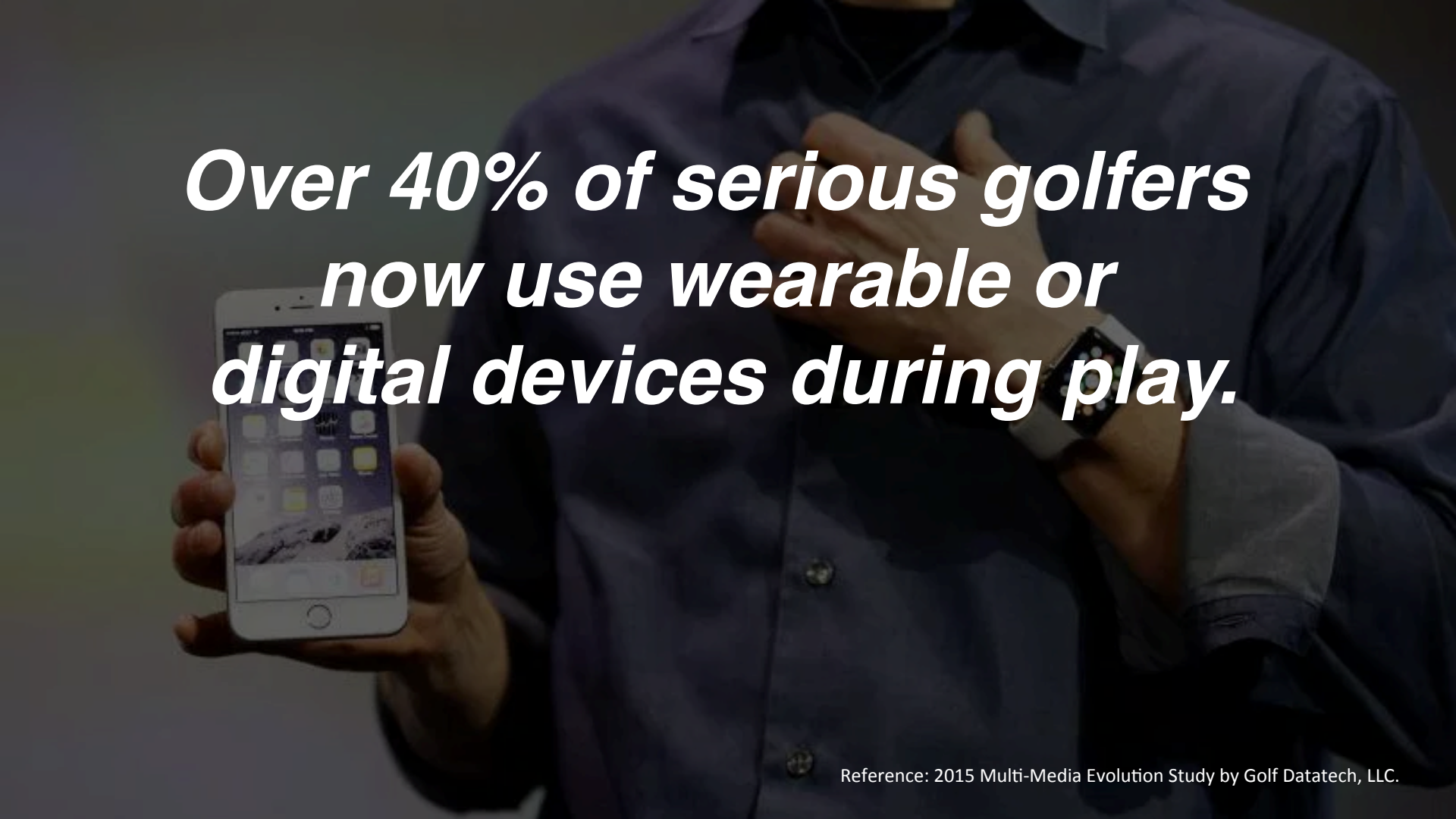


View photo







A person wearing a blue button-down shirt is shown from the chest up. They are holding a white smartphone in their right hand, displaying a home screen with various app icons. On their left wrist, they are wearing a smartwatch with a black face and a light-colored band. The background is a plain, light-colored wall.

***Over 40% of serious golfers  
now use wearable or  
digital devices during play.***

***Daily use of Facebook among serious golfers has reached 50%.***

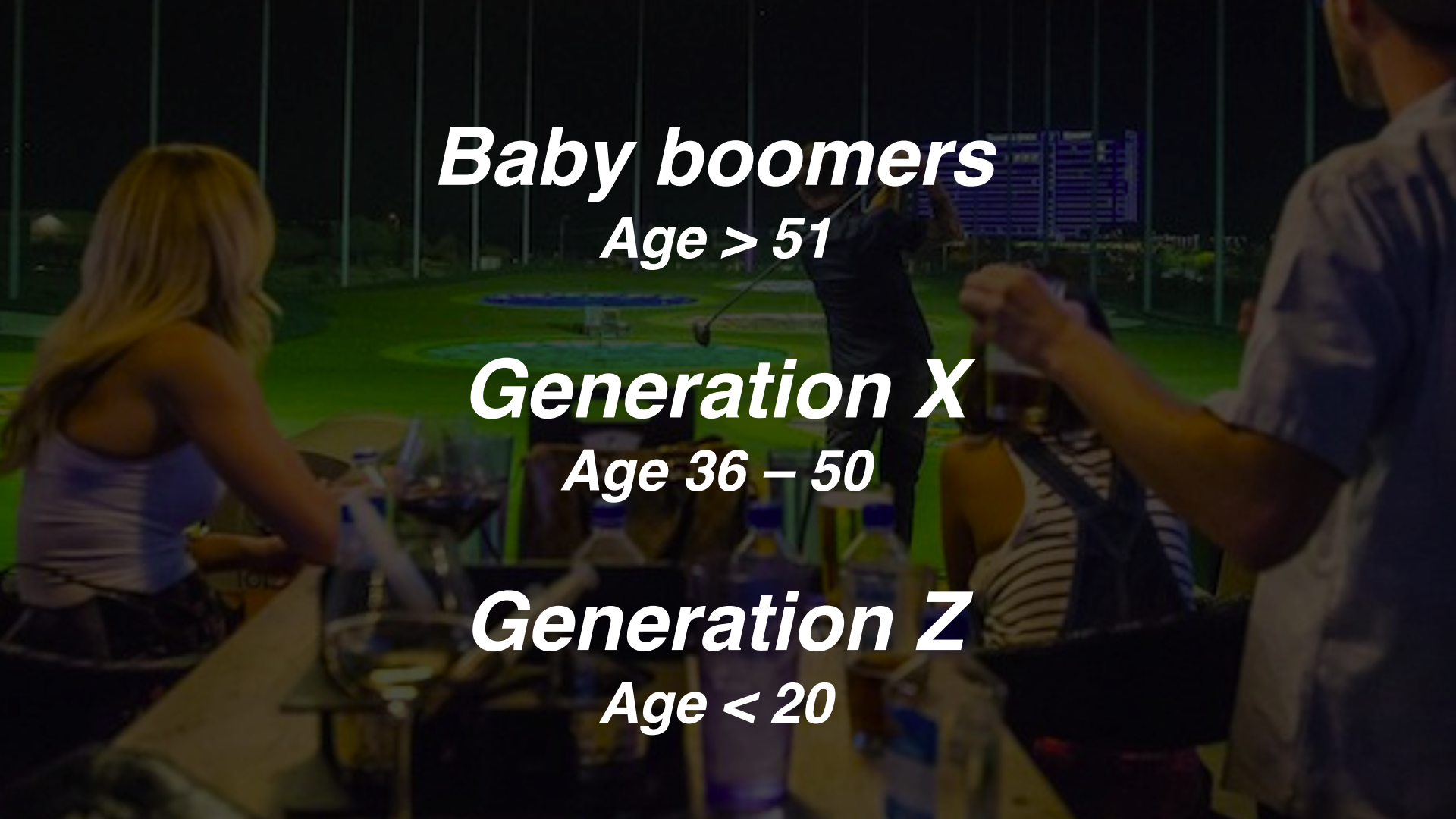




***The Millennials***

A man in a dark shirt is captured mid-swing on a golf course at night. The scene is illuminated by artificial lights, creating a vibrant atmosphere. In the foreground, several people are seated at a table, watching the golfer. The table is set with water bottles and glasses. The background shows a large, modern building with a grid-like facade, possibly a clubhouse or hotel, under a dark sky.

***The Millennials***  
***Age 20 - 35***

A dimly lit indoor golf simulator. In the background, a person is captured mid-swing on a green mat. In the foreground, several people are seated at tables, watching the game. The scene is illuminated by soft, ambient lighting, creating a relaxed atmosphere.

***Baby boomers***

***Age > 51***

***Generation X***

***Age 36 – 50***

***Generation Z***

***Age < 20***





A photograph of three men on a golf course. The man on the left is standing, wearing a white cap, a light grey cardigan over a purple polo shirt, and white trousers. The man in the center is kneeling on one knee, wearing a maroon polo shirt and white shorts, holding a golf club. The man on the right is kneeling on one knee, wearing a white polo shirt with a purple scarf, light-colored trousers, and a black belt, holding a golf club and raising his right arm in celebration. The background shows a lush green golf course with palm trees and a building under a blue sky with light clouds. The text "Community & Technology" is overlaid in the center in a white, bold, italicized font.

***Community & Technology***

A photograph of three men on a golf course. The man on the left is in a grey cardigan and white cap, holding a golf club. The man in the middle is in a maroon sweater and white shorts, also holding a club. The man on the right is in a white shirt and tie, celebrating with his arms raised. The background shows a lush green golf course with palm trees under a blue sky.

***Community & Technology***

***Friends & Smartphones***

A photograph of two male golfers celebrating on a green. The golfer on the left is wearing a white polo shirt and white trousers, with a green cap. The golfer on the right is wearing a red polo shirt and dark trousers, with a dark cap. Both have their arms raised in a celebratory gesture. The background shows a blurred green field and spectators.

***Golfers share an unparalleled  
passion for the game***













*Sharing the passion with*





# EXPERIENCE GOLF LIKE NEVER BEFORE

Stroke Play:  
Individual Net

		← 4	5	6 →
		Par 3	Par 5	Par 4
Slice Hazard <small>TEAM SLICE</small>	Hcp 10	-3	3	0
Raymond Flow <small>TEAM SLICE</small>	Hcp 5	E	3	0
Mark Pullman <small>TEAM SLICE</small>	Hcp 8	+2	6	0
Jake Duffer <small>TEAM SLICE</small>	Hcp 13	E	5	4

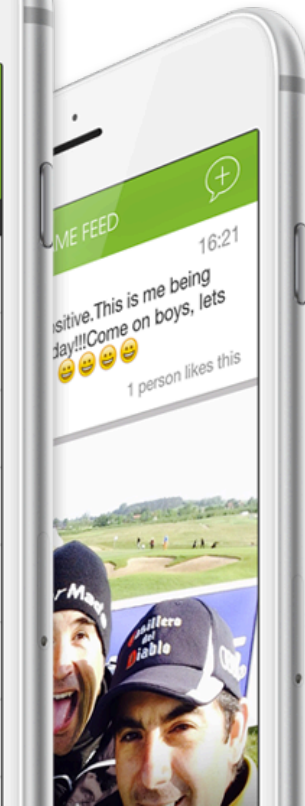
138 METERS

OPTIONS EXIT HOLE INFO

STROKE PLAY INDIVIDUAL

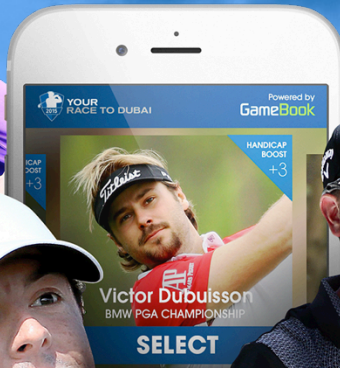
Full Group

POS	NAME	TO PAR	SCORE	THRU
1.	Sven Andersson	-2	7	
2.	Slice Hazard	-1	8	
T3.	Justin Johnson	+2	7	
T3.	Raymond Flow	+2	7	
5.	Mark Pullman	+3	7	
6.	Tim Morris II	+4	8	
T7.	Scott Adams	+5	8	





# YOUR RACE TO DUBAI







***I DARE YOU TO TAKE ACTION***

***THANK YOU***