

# See the shot...

With continual software developments in GPS and ever growing support from Tour players, club professionals and consumers alike, DMC's CaddyAid continues to grow rapidly within the handheld GPS market.

**T**HE GPS market is here, and it is here to stay, and that suits the DMC Group just fine, as they are quickly becoming recognised as a market leader in the handheld GPS market. With new management in place and a major investor behind them, the company is set to take a huge slice of the European GPS market before they enter the US. Exciting times indeed!

## Every picture tells a story

CaddyAid shows the golfer an actual photograph of the hole being played. This is obviously a huge advantage to any golfer, as they can see everything the hole has to offer in full colour and to scale, and equally importantly show accurate distances to all the key features. David Morris, founder and Chief Executive of DMC, said: "We have an enormous library of golf course photographs, and these aerial images really are making a huge difference to golfers of all abilities in their purchase decision when conducting product comparison.

"It is only because of our success thus far, and incoming enquiries, wishing to know if golf club X stocks CaddyAid, that we have decided to enter the GPS rental market, and expect the take up to be high, from clubs across the country."

## CaddyAid features

Irrespective of whether it is hand held or buggy mounted, unsurprisingly the features within any CaddyAid compare very favourably with what is currently on offer in the market place. A bold statement, but one, which is endorsed by some of the world's leading caddies and Tour players.

Firstly, as the golfer stands on the tee, they see distances to all the features on the hole ahead. Other products may show perhaps the distance to one or two bunkers, but CaddyAid shows front and carry distances to all the hazards in one automated readout – a massive advantage.

## Helicopter movies inbuilt

But hang on a moment, before the visitor

who is renting the device from the pro shop gets to tee up the ball, how about showing them a helicopter flyover of the hole they are about to play? This amazing feature is called Fairway Flyover, and is available as an additional feature for golf clubs that rent out CaddyAid. These same flyover movies are used for marketing purposes on the golf club website, as indeed are the images of every hole.

## Two or three GPS points are just not enough

When a golfer is using CaddyAid, they have GPS readings not just to the bunkers, green etc, which may be half a dozen or so GPS points, but to literally every blade of grass on that hole, equating to millions.

What this means is the golfer can automatically find the distance to literally anywhere on the hole, and is not restricted to the predetermined fixed points such as bunkers, ponds, green, trees, ditches etc. By utilising the power of the photograph, this really is an amazing advancement, and one the DMC Group says only CaddyAid can offer. Morris said: "A golfer will want to know distances from where they are to other places on the hole, and not be restricted to those key points. By touching the screen via clever use of the photograph, the distance to literally any point selected is automatically calculated. It could be to the middle of the fairway, or to exaggerate perhaps, to the clubhouse chimney, it really is that responsive and accurate."

## Tour usage

Darren Clarke's caddy Billy Foster is a long time user of the software. He said: "I started using CaddyAid at the 2006 Open, now I use it regularly. The information and accuracy it provides is fantastic, allowing me to find distances to and from anywhere on the hole."

It is increasing usage from Tour players and caddies alike which has helped the product evolve. The 'Lay Up' feature was

incorporated by request from members of the successful 2006 Ryder Cup team, so for example if the golfer's favourite 'Lay Up' shot to the green is 85 yards, no matter where they are on the hole, they can see the distance needed to hit the ball, which will always leave them in the middle of the fairway and with 85 yards to go.

## Pro Shop Offers

Another major feature for club professionals when renting out CaddyAid is called Pro Shop Offers, which allows all the stock in the shop to be seen on each unit whilst it is being used on the course. Simply put, after seeing the listed items, showing images, descriptions and price, when returning the device to the shop, a sale may take place. This is a hugely innovative product, and clearly a major aid to selling merchandise for the club pro.



**RIGHT: "THE BEST GPS PRODUCT I HAVE EVER USED." – DARREN CLARKE'S CADDY BILLY FOSTER**

## Revenue streams

No one can ever say that the golf business is easy, and it is clear that there are features inbuilt within CaddyAid that allow incoming revenue for both the club or pro.

Traditional advertising is also available when each hole is loading up. Similar to on-course hole sponsorship perhaps, to illustrate for example, eighteen holes at perhaps £300 each, equates to £5,400. Amazingly, these adverts can be either still adverts or TV style movie adverts.

Stephen Hanifan, Corporate Sales Manager of Mercedes, said: "We saw the potential of advertising on CaddyAid immediately. It allows us to reach a captive audience, in a very dynamic way."

## Software only for sale

Because the software has been designed by specialist engineers, unlike some handheld GPS products, where you are forced to use their specific hardware, CaddyAid also provides software for sale, this again is believed to be an industry first from DMC. If your customer already has a PDA, or the new style Smartphone, now they can buy the software and load it onto their own device. The product will work in the same way, with all the same features, just creating a cheaper option for them to buy, aiding that purchase decision. And if the customer has such a device, but perhaps an old model, and is not a GPS unit, again, DMC supply the software which allows just the manual use of the device, without the need for expensive add ons such as GPS chips etc.

## PGA Pro incentives

Agents are now beginning to visit golf clubs for the introductory offer of stocking CaddyAid pre Christmas. David Morris said: "Since the 'local rule' decision in January 2006 by the R&A, allowing such devices to be used at club level, regrettably other products that simply do or did not work have caused some apathy within the industry. Supported by the significant media coverage we have received, and the plethora of testimonials, we are offering what we feel is a very attractive introductory price to overcome any doubts, caused by our competitors' inadequacies. This philosophy is supported further by a three-month winter payment holiday, for those clubs who rent out CaddyAid,

when the course is infrequently visited due to inclement weather. In essence, DMC provide two CaddyAids, one for retail purposes (RRP £380) as well as a fully operational demonstration unit free of charge. Also they provide three CaddyAid software discs for retail (RRP £99), with point of sale encompassing a computer monitor and posters within the clubhouse and pro shop. The package would normally equate to £707, but in the run up to Christmas the cost is £299.



## Internet golf shop at club level

DMC have also produced an innovative piece of software specifically for the club professional, called the PGA Golf Shop. The pro can both easily promote and importantly sell all of their merchandise, complete with images and text from within their own page on the club website.

This software is a natural by product of the Pro Shop Offers found on the CaddyAid, but is expected to have a massive take up within club

professionals. If this facility was to be designed for any client, complete with database, it would cost thousands but DMC provide the entire facility for only £20 month. Another shining example of how proactive the DMC group is to the needs of the PGA club professional.

## Looking to 2008

The forthcoming year is looking strong already. DMC are expecting to work closer still with the European Tour through the season and are likely to provide specialist images of Augusta for the players by their personal request, hence increasing further opportunities with the US Tour.

Closer to home, "we are looking at installing CaddyAid across the UK into the majority of pro shops, and good agents will be the key to this," says David Morris. "Thereafter, once the agents are in place, we will begin to close down Spain and Portugal."

Ongoing software developments will be frequent through the year for existing CaddyAid customers, and at the Orlando PGA show, the company expect to announce that the CaddyAid software will work on literally every PDA, Smartphone or indeed any normal mobile phone in the world. Irrespective if it is GPS or not. How this can be done DMC are not saying, but obviously it will open up the floodgates for distribution to a whole new genre of clientele when it is made available.

## Agents

DMC are looking for agents to distribute the CaddyAid products at selected areas throughout the UK. Any agent who feels they have both the desire and contact base to successfully sell an innovator in handheld GPS, then please contact DMC directly.

## Contact

DMC can be contacted by telephone +44 (0)1745 334937, or by web [www.caddyaid.com](http://www.caddyaid.com). David Morris can be contacted directly at [dmorris@dmc-golf.com](mailto:dmorris@dmc-golf.com)

**ABOVE: THE CADDYAID OFFERS A BIRD'S EYE VIEW WITH PERFECTLY CHARTED DISTANCE FEATURES**

