



Golf Coach Direct

Adobe® Flash Media Interactive Server and the Adobe Flash Platform

A PATENT PENDING SYSTEM

golf coach direct SM

In Conference
TIME

CONNECTED
LESSON ACTIVE

Craig Coombes

Phil Auerbach

SCREENSHOT TIPS

Keep your shaft on plane in between the red lines

In the swing

There are more than 30 million golfers in the United States today, and all of them are passionate about perfecting their swings. Despite an insatiable desire for improvement, studies show that only 6% of golfers in the United States have the time and funds to take frequent one-on-one lessons from pros. On average, 70% of golfers take two lessons or fewer annually, with significant time lapses in between during which bad form can take hold.*

Enter Golf Coach Direct (GCD), a new proprietary online service that relies on the Adobe Flash Platform, including Adobe Flash Media Interactive Server software. GCD allows golfers to engage in interactive, personalized lessons online with ease and very little expense. "We're bringing the same model of training to golf that football teams have used for years—play on weekends and then analyze the film in-depth during the week," says Phil Auerbach, founder of Golf Coach Direct. "The success of our patent-pending system relies on real-time interactivity and live exchanges with a coach to go over videos. The Adobe Flash Platform provides the ubiquitous access and fast, high-quality video playback we require."





"Fine-tuning your golf swing is among the most intense mind-body experiences out there, and it requires real-time feedback that can best be delivered with GCD's patent-pending system using Adobe Flash Media Interactive Server."

Using the new service, golfers can easily record their swings and upload the video to the GCD site via computer or cell phone. When golfers submit their swings and sign up for lessons, they can obtain personalized, interactive coaching that involves real-time video and audio chat, annotation tools that clearly show the golfer how to improve, and more—all during a \$20 session. GCD members gain access to instructors worldwide, any time of day. They also can participate in a golf social network to share tips.

The service uses a combination of Adobe Flash Media Interactive Server, hosted by Adobe partner Influxis, and GCD's proprietary system. "Fine-tuning your golf swing is among the most intense mind-body experiences out there, and it requires real-time feedback that can best be delivered with GCD's patent-pending system

using Adobe Flash Media Interactive Server," says Auerbach. "We chose Adobe technologies for our new service because of the speed and quality of the video playback and the broad distribution of Adobe Flash Player technology to give golfers access using virtually any browser or platform. With Adobe Flash technologies, we're forging a new model for real-time interactive coaching. We are really excited about our first release of Golf Coach Direct and we plan to release similar platforms for other sports including baseball, yoga, Pilates, and skiing, as well as other industries such as music and scholastics. The real-time, interactive experience we're providing with the GCD system using Adobe Flash Media Interactive Server is unique in the sports world."

*Sources: Internet World Stats/Nielsen, Jupiter Media, PEW Internet, Business Week online, Consumer Electronics Daily, Wall Street Journal



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