



**INDOOR**

**APP**

**BUSINESS  
TOOLS**

**COACHING**

**RANGE**

# POWERING CLUBS. EMPOWERING PLAYERS.

# INTRODUCING TRACKMAN 360

Trackman 360 is the all-in-one ecosystem that enhances operations for golf clubs while elevating the experience for golfers.

Through a single platform, clubs can efficiently manage their business and drive revenue, while golfers stay connected to their game. With the Trackman Golf app, they can access performance data anytime and anywhere across the range, coaching sessions, on-course, and simulators.





**COACHING**

**INDOOR**

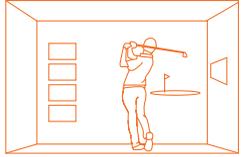
**APP**

**BUSINESS  
TOOLS**

**RANGE**

TRACKMAN 360 DELIVERS ALL THE TOOLS YOU NEED

**THE ALL-IN-ONE  
GOLF CLUB  
SOLUTION**



# INDOOR

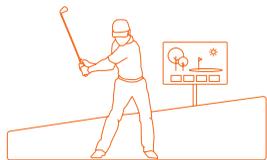
Trackman Indoor is a simulator-based solution for golf clubs, indoor golf facilities, coaching settings, academies, and for private use. It enables players to practice, play, and receive feedback indoors using the same Trackman technology trusted by the best golfers in the world. Trackman simulators serve golfers of all skill levels and enable golf facilities to extend engagement and revenue via instruction, year-round play, tournaments, and events.

## KEY FEATURES

- A library of 520+ real-world courses available for indoor play.
- Accurate ball tracking and shot data for practice and gameplay.
- Practice modules and skill-based challenges.
- A number of interactive games designed for different skill levels.

Together, the features support year-round practice, play, and improvement in an indoor environment.





# RANGE

Trackman Range is an outdoor practice and entertainment solution for golf clubs, resorts, driving ranges, and training facilities. It enables golfers to practice, play, and receive real-time feedback on the range using Trackman's ball-tracking technology on every shot. Trackman Range transforms the range from a basic warm-up space into a connected experience that supports improvement, long-term engagement, and increased profits.

## KEY FEATURES

- Real-time ball tracking and shot data on every range shot.
  - Clear yardages, dispersion, and performance feedback for practice.
  - A suite of interactive range games and challenges.
  - Support for coaching, lessons, and on-range programming.
- Together, these features turn the driving range into an engaging, data-driven environment for practice, play, and social experiences.





# COACHING

Trackman is used by coaches, instructors, and academies to measure, understand, and improve every part of the golf swing. It provides detailed data on club delivery, ball flight, and performance, helping coaches make informed decisions in instruction and fitting. Trackman supports lesson planning, player development, and combines objective data with clear visual feedback to help diagnose cause and effect, and guide players toward measurable improvement.

## KEY FEATURES

- Detailed club and ball data for instruction and fitting.
  - Performance benchmarks and comparison tools.
  - Session tracking to monitor progress over time.
  - Fluid integration with indoor and range environments.
  - AI-supported insights that help identify patterns and highlight key areas for improvement.
- Together, these features support data-backed coaching, more efficient lessons, and consistent player development across practice and play.





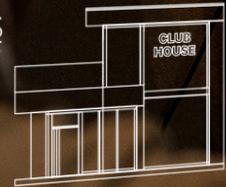
# BUSINESS TOOLS

Trackman Business Tools provide a centralized platform for managing day-to-day operations across golf clubs, ranges, and simulator facilities. Via the Trackman Portal, the tools bring together tournament management, bookings, payments, and operational insights in one system, helping operators run more efficient, connected facilities. The Portal gives clear visibility into bay usage and customer activity, allowing operators to make informed decisions that improve scheduling, staffing, and overall facility performance.

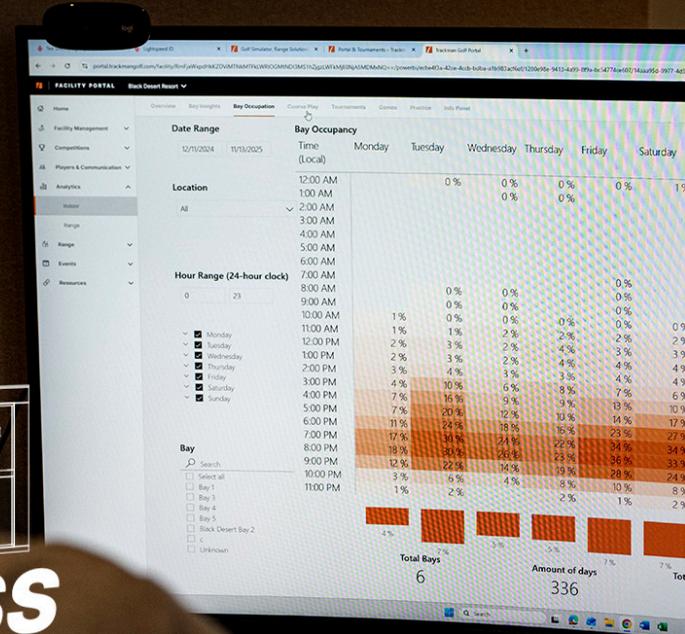
## KEY FEATURES

- Software to run leagues, tournaments, and events.
- Tools for remote bay and session management.
- Integrated booking and payment system.
- Detailed analytics to monitor bay utilization and operational performance.
- Customer activity and engagement insights.

Together these tools help facilities to create engaging in-bay experiences, operate efficiently, and make data-driven business decisions.



# BUSINESS TOOLS



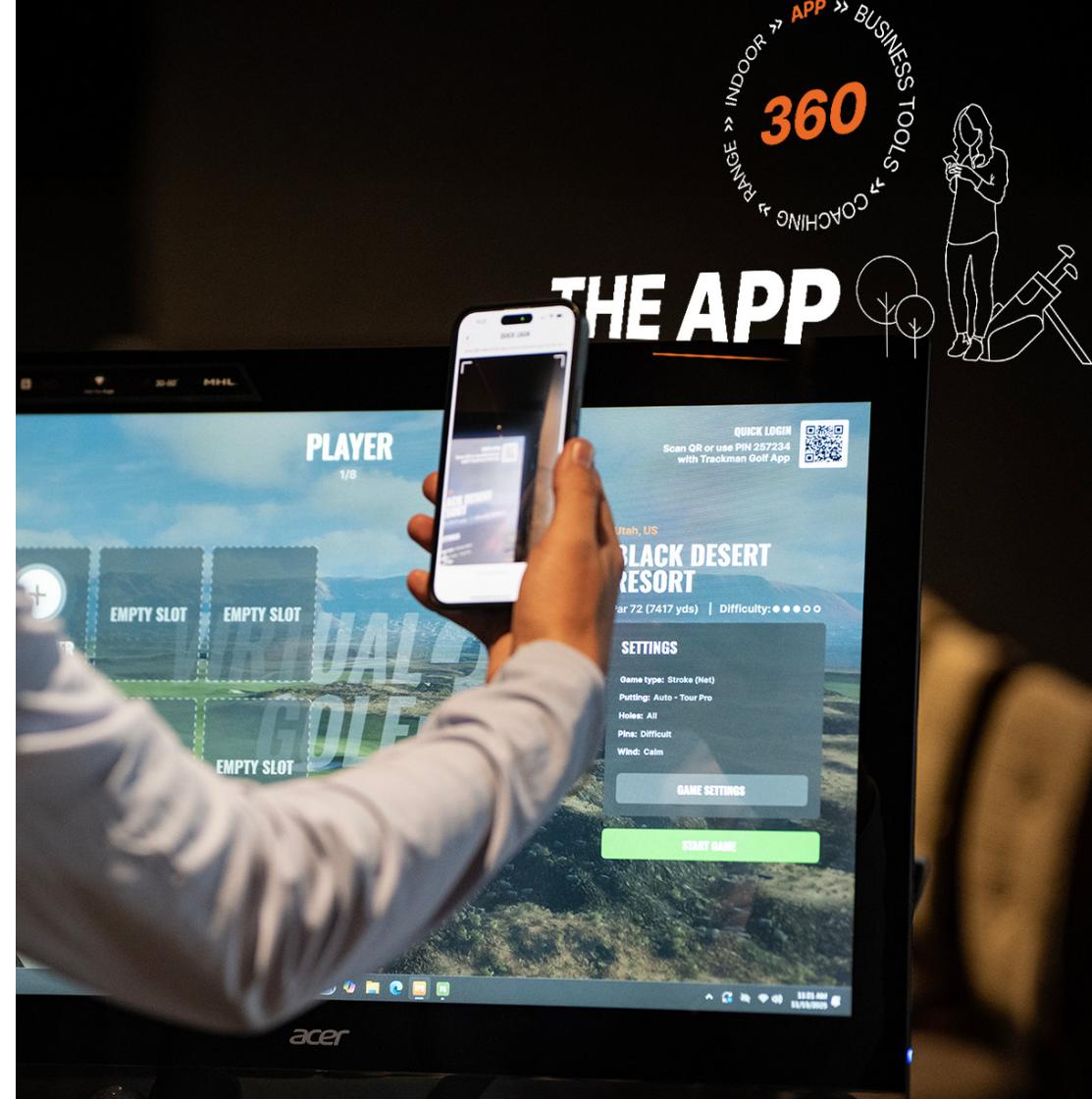


# APP

The Trackman Golf app connects golfers, coaches, and facilities across the Trackman ecosystem. Users can access performance data, review sessions, and track progress from the range, indoor simulators, and coaching environments — all in one place. For coaches and facilities, the app provides shared session history and insights that support follow-up, communication, and long-term player relationships. For players, the app unites performance data giving them a complete view of their game and keeping them engaged.

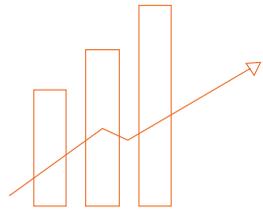
## KEY FEATURES

- Fast login and automatic session saving for more play, less setup.
  - Session review and progress tracking across all Trackman products.
  - Discover and sign up for tournaments and leagues that drive repeat play.
  - Discover and book Indoor, Range, and Coaching experiences.
- Together, these features tie the Trackman experience into a single, connected journey for golfers, coaches, and operators.



# THE BENEFITS OF TRACKMAN 360

360  
DOOR >> APP >> BUSINESS TOOL



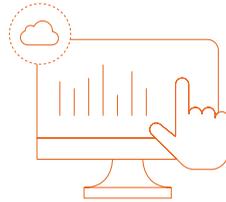
## REVENUE GROWTH

Upgrading to Trackman 360 drives business growth by increasing bookings, improving member retention and ensuring profitability year-round. The enhanced golfer experience drives repeat visits, while simulators, coaching and fitting services create additional revenue streams.



## ELEVATED GOLFER EXPERIENCE

Trackman 360 transforms the golfer's journey with interactive gameplay, precise performance data, and personalized insights. Golfers can track progress, receive real-time feedback and enjoy a more engaging golf experience. This enhances customer attraction, retention and accessibility.



## OPERATIONAL EFFICIENCY

Trackman 360 helps clubs streamline operations through seamless data flow, automated tracking and simplified management. From booking & payment and course play admin to range and simulator bay insights, it's all integrated in the Portal. This cuts admin burdens, letting operators focus on delivering their best activities and service.



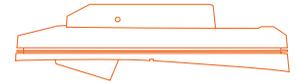
## FULL CONTROL & KEY INSIGHTS

Trackman 360 gives golf clubs complete control over every aspect of operations. With detailed insights into booking & payment data, range bay usage, coaching activities, event hosting and more, golf clubs can make data-driven decisions to optimize and grow.



## DIVERSE BUSINESS IMPACT

Trackman 360 encourages golfers to spend more time at the club, leading to increased spending. The longer golfers stay, the more likely they are to visit the pro shop, purchase equipment & apparel, and take in food & drink offerings. Boosting foot traffic encourages a more holistic business model.



## YEAR-ROUND EARNINGS

Trackman 360 ensures that clubs remain profitable even during the off-season. By offering simulators, indoor practice and virtual courses, clubs can attract customers regardless of weather conditions. It helps clubs generate consistent revenue year-round, turning slow months into fresh opportunities.

BLACK DESERT RESORT | 360 SUCCESS STORIES

# A GOLF OASIS IN THE DESERT

Set against the striking black lava fields and red rock cliffs of southwest Utah, Black Desert Resort is one of America's newest sought-out destinations for world-class golf and unforgettable experiences. To strengthen that feeling, and create a unified journey for both players and staff, the team brought in Trackman 360 — the connected golf club ecosystem that links the range, simulators, coaching, business tools, and player data into one platform. And featured in the Trackman Virtual Course Library, the stunning Black Desert course is now enjoyed by a global audience.



Scan the QR code to discover the Trackman Success Stories Hub and get inspired by real results.

[www.trackman.com/success-stories](http://www.trackman.com/success-stories)



*"The Trackman 360 experience blends so well with what we're trying to offer at Black Desert. We want that all-inclusive experience that captures it all in one component. It's everything in a single location."*

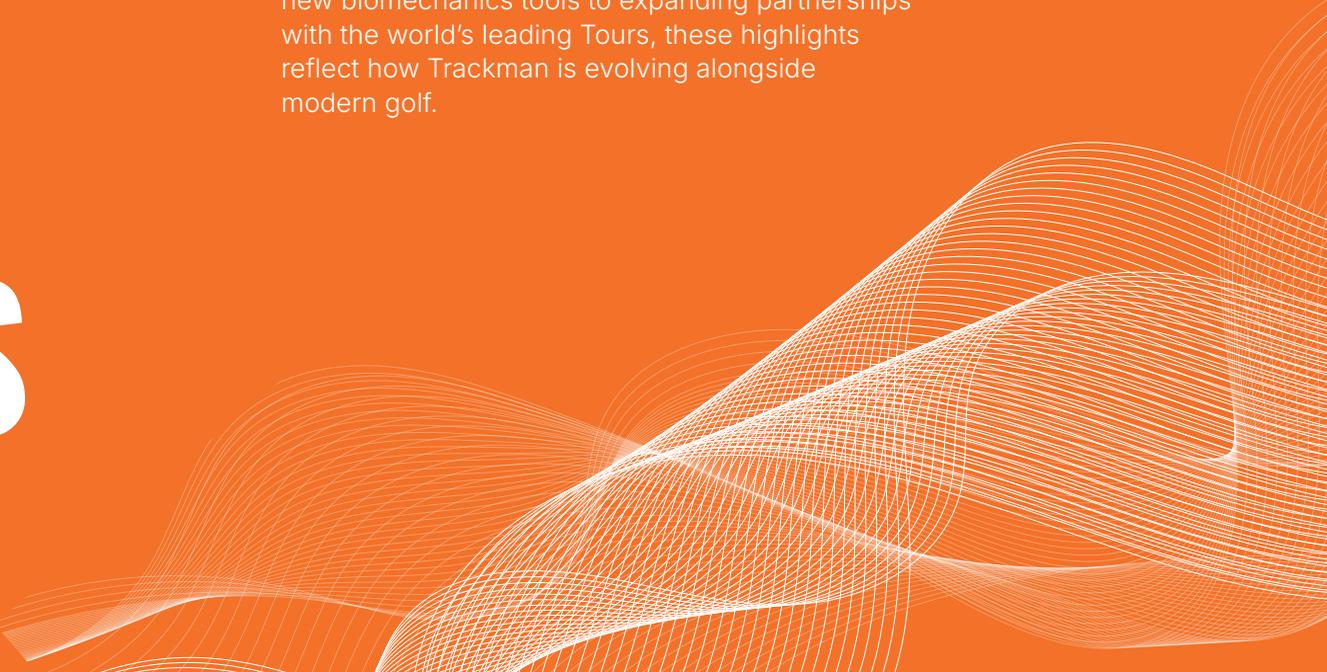


**Colby Cowan**  
General Manager/  
Director of Golf  
Black Desert



# MORE TRACKMAN HIGHLIGHTS

Over the past year, Trackman has continued to shape the direction of the game. From developing new biomechanics tools to expanding partnerships with the world's leading Tours, these highlights reflect how Trackman is evolving alongside modern golf.





Every coach knows the challenge: the swing looks one way, the ball flies another. Feel and reality don't always match — and that gap is where confusion lives. With **3D Motion Analysis**, now built directly into Trackman Performance Studio, that gap disappears.

By linking body motion, club delivery, and ball flight in one system, Trackman gives coaches a clear, data-backed understanding of what actually happened — and why. No more guessing. No more assumptions. Just confident coaching, and satisfied students.

And getting started doesn't require a full motion-capture lab. With just a face-on camera and a down-the-line camera, coaches can use their Trackman unit to capture meaningful movement data right away.

#### From Insight to Impact

Biomechanics doesn't have to be complicated to be powerful. 3D Motion Analysis tracks how the body moves and rotates through space and time, revealing how the body and club sequence together.

The result lets coaches quickly identify a fault, and apply a single, targeted cue to immediately validate change using both motion data and ball flight. Progress becomes measurable, lessons become more efficient, and players gain confidence because feedback is clear and consistent.

#### All-in-one for Coaches

Integrated into the Trackman ecosystem using the same coordinate system for measuring pelvis, upper torso, stance, and ball position, 3D Motion Analysis is the true one-stop shop for coaches — no stitching together multiple vendors to get a complete picture.

A single platform connecting motion, launch, and performance, it delivers accurate, data-backed insights from camera capture all the way through ball flight.

And supported by Trackman University's Biomechanics education, it shortens diagnosis time, sharpens instruction, and accelerates improvement.

For coaches, it clarifies cause and effect. For players, progress feels simple, real, and repeatable. 3D Motion Analysis is biomechanics made easy and actionable.

**VIRTUAL  
GOLF 3**

**+520 COURSES IN THE LIBRARY**

# COURSES THAT COME ALIVE

With Virtual Golf 3 (VG3), Trackman delivers the most lifelike course experiences ever created for indoor golf. Every detail is captured. Every surface rendered. Every shot played exactly as it should be.

Using advanced terrain modeling, high-resolution textures, and tour-proven ball-flight physics, VG3 faithfully recreates the world's most iconic courses — from fairway contours and green undulations to bunker edges, vegetation, and sightlines.

Elevation matters. Wind matters. Strategy matters. Just like it does outdoors.

VG3 doesn't simply show a course — it plays it. Slopes influence roll-out, elevation affects trajectory, and visual depth creates true shot commitment from tee to green.

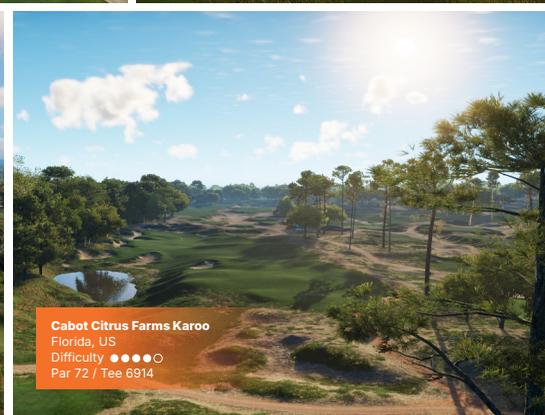
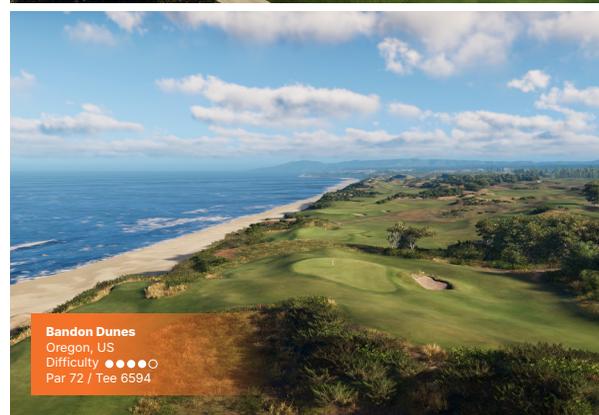
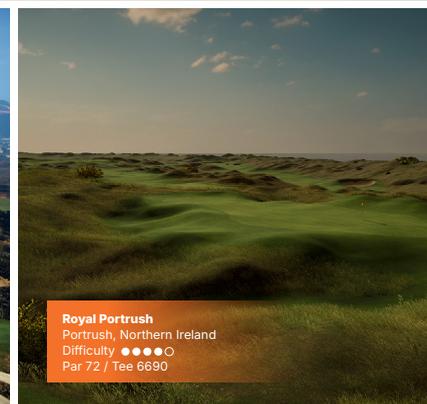
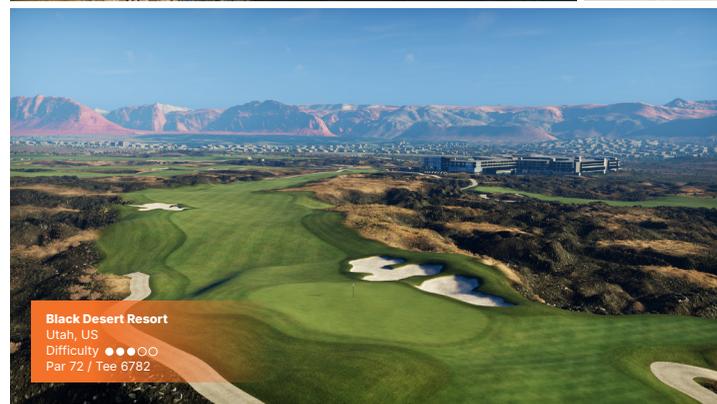
Dynamic lighting, weather, and enhanced environmental effects immerse players in an

experience that feels authentic, challenging, and unmistakably real.

The result is more than stunning visuals. It's golf you can trust — where practice translates, competition feels meaningful, and every round captures the soul of the course.

VG3 is where course layouts meet uncompromising realism, and indoor golf becomes indistinguishable from the real thing.

And stay tuned! It's also coming to Trackman Range in 2026.





LEARN. BUILD. GROW.

# TRACKMAN UNIVERSITY



Trackman University (TMU) continues to be a cornerstone for coaches, instructors, and golf professionals looking to deepen their knowledge, sharpen their skills, and stand out in an increasingly data-driven game.

Built around the philosophy of Learn, Build, and Grow for a Better Game, TMU empowers professionals to expand their expertise, earn certifications, and confidently promote their credentials under the Trackman banner.

Always evolving, TMU has taken significant strides forward over the past year:

### Trackman Talks

A new long-form content series that brings together leading coaches, players, and industry thinkers to explore performance, data, and modern coaching at the highest level — Trackman Talks has quickly emerged as a go-to resource for top-shelf insight and inspiration.

### Expanded Certification Curriculum

New Putting and Short Game pathways, as well as advanced calculator tools, have been added — giving coaches practical knowledge they can apply directly to lessons.

### Looking Ahead

In early 2026, TMU is preparing to launch its biggest evolution yet: the new Learning Hub. This redesigned platform introduces a modular structure that unifies learning content, parameters, and testing in one place — streamlining education and making TMU more intuitive than ever.

### 3D Motion Analysis

The first part of 2026 will also see TMU significantly enhance biomechanics via 3D Motion Analysis — linking body motion, club delivery, and ball flight in one system.

The result? Smarter learning. Stronger coaching. Better outcomes. With Trackman University, professionals don't just keep up — they lead the game forward.

# TRACKMAN ON TOUR

Since first partnering with the PGA TOUR in 2006, Trackman has been trusted at the highest levels of professional golf, helping redefine how the game is played, measured, and experienced.

From elite practice environments to live global broadcasts, Trackman technology delivers the accuracy, insight, and storytelling that today's game demands.

That legacy is set to grow. With the **PGA TOUR** partnership extended through 2030, Trackman will continue to power everything from range tracking to the data behind the game's most compelling broadcasts.

That role will further expand in 2026, with Trackman becoming the Official Launch Monitor and Official Ball Tracing Technology of the **DP World Tour** for the first time.

And that's not all. 2026 will see Trackman become the Official Launch Monitor and Official Golf Simulator of the **LPGA**. Trackman's shot-tracing technology will quadruple across broadcasts, helping elevate the women's game on Tour, on screen, and beyond.

Finally, Trackman and **LIV Golf** have unveiled a multi-year partnership that expands the use of Trackman data and tracking technology across LIV Golf's global event schedule.

Trackman on Tour is about more than technology. It's about trust, continuity, and a shared ambition to keep pushing the game forward — one swing, one breakthrough, one unforgettable moment at a time.



# TRACKMAN MANIFESTO

Every player — from beginner to professionals to legends of the game — is driven by the desire to get better. So are we. It's at the core of everything we do.

We are seekers. We are limited only by the laws of physics in our search for answers to the question that has guided us from Day One: How can we make it more fun, more engaging and more efficient to practice, play and improve?

We are innovators. We believe in the power of technology to inspire, to motivate, to connect, to entertain, to simplify.

We are leaders. We know that by providing players, coaches and entrepreneurs with the tools they need to succeed, we can create a better game for all.

The journey to better never ends, and it's never made alone.

***Together, we are creating a better game.***



**Klaus Eldrup-Jørgensen**  
CEO - Co-founder



**Fredrik Tuxen**  
CTO - Co-founder

FOR A  
BETTER  
GAME

## GET IN TOUCH



### Visit Us Online

Explore our product offerings, success stories, and more at [www.trackman.com](http://www.trackman.com)



### Schedule a Demo

Experience Trackman technology firsthand — contact us to book a personalized demo.



### Contact Us

Let's start building your vision together. Reach out at [info@trackman.com](mailto:info@trackman.com) or give us a call.



TRACKMAN

US : +1 (602) 362-9714 | DK : +45 4574 4742