

SmartSwing Brings Computer Analysis Right Into Your Golf Club

By Brent Kelley

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Wouldn't it be great if your golf clubs could talk to you? "Hey, buddy, that swing was a little over the top. Try swinging me like this next time."

A self-correcting golf club. One that can spot user error, point it out, and let the golfer know what he or she needs to work on.

Now, such a club exists. The SmartSwing Learning System is, according to its creators at SmartSwing Golf of Austin, Texas, an "intelligent golf club."

The SmartSwing driver comes equipped with built-in computer hardware in the shaft of the club. The system includes analytical software for the golfer's laptop or home computer.

The driver (other clubs are planned) can provide immediate audible feedback, but the combination of hardware and software also allows the club to record up to 100 swings, which can later be downloaded onto the golfer's personal computer for in-depth analysis and tracking.

"The software allows you to download your swing, analyze it from every angle and then compare it to your ideal reference swing on the computer," said Dick Eyestone, SmartSwing's chief executive officer.

"This is the first driver ever developed with this technology integrated into the shaft."

The SmartSwing Learning System runs on a single battery whose charge lasts for approximately six hours. The system includes a wireless connection to the golfer's Windows-based PC or laptop.

The driver itself is just a regular driver — same size, weight, feel — in every respect except for the built-in hardware in the handle. That hardware (and the software package) tracks the movements of your swing, including backswing, transition and downswing. If your swing deviates from the ideal reference swing, the SmartSwing tells you so.

The software package for your PC or laptop allows the golfer to download every swing, replay each one, see them from different angles and compare them to that ideal reference swing. It allows the golfer to track his swing trends over time, with plenty of options for customizing charts and graphs to display the desired information.

"I receive hundreds of emails a week about new technology in the golf industry, but this club has some legitimacy to it," said Rick Gray, director of product development for Dunlop. "I think it is going to do really well. There's nothing like it in the marketplace right now."

Initially, the SmartSwing Learning System is available through select teaching pros, as well as direct to the consumer through the [SmartSwing website](#).

Depending on the software functionality the golfer requires, SmartSwing clubs are initially priced from \$649 to \$799 each.