

SmartSwing Introduces Thinking Club

By Dan Gleason

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What's New: A golf club with brains? More or less. An Austin, Texas, company, SmartSwing Inc., has introduced SmartSwing, a driver that contains computer hardware programmed to provide feedback to golfers about their swings so they can make adjustments on and off the course.

The Buzz: SmartSwing says its technology incorporates hardware in the shaft of the driver, which gives the player immediate and elaborate feedback about swing quality and mechanics, both on the course and on the range. The feedback can be transferred to a computer through a wireless link so the golfer can analyze it from every angle. Positive and negative audible feedback from the club provides a barometer of the quality of a golfer's swing, according to a company spokesperson. The driver can also operate in "silent mode" where swings are captured for later analysis without feedback.

Why Buy: The SmartSwing driver is currently available through teaching professionals in select markets around the country, but SmartSwing intends to add more greengrass shops to its distribution as marketing efforts are increased. Eventually, a full set of clubs will be introduced. The driver retails for \$649 to \$799, depending on the specific software functionality (Visualizer and Analyzer) the golfer wants. For more information, visit www.smartswinggolf.com.