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## SmartSwing can make your golf club ‘smart’

FROM STAFF AND WIRE REPORTS

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Austin's SmartSwing Inc. is making it even easier for golfers to obsess about their swings.

To use the company's "smart club" technology, it used to be necessary to buy a new club. Now the company has begun personalizing existing golf clubs.

The company's software allows golfers to analyze their swings by recording data, as well as viewing swings by superimposing them on a reference swing. The system also diagnoses swing problems and helps golfers improve their skills. Prices start at \$699 per club.

The company also has expanded its line to include a 6-iron and a 3-wood to go with the driver it launched in August. Founded in spring 2003, SmartSwing has 20 employees.