

High Tech Performance Laboratory

A perfect fit for your Golf game

Although the \$4 billion golf equipment industry cranks out new clubs year in and year out, most are designed for the “average” golfer. The problem is, there is no such thing as an average golfer. Everyone’s physical build and swing is unique and each golfer needs to play with clubs that best address how he or she strikes the ball if they are to optimize their performance.

For the past 26 years, the experienced team at The Complete Golfer in White Plains has been working with golfers of all levels to help improve their games. Enjoying business relationships with nearly 70 tri-state area golf clubs, both private and public, The Complete Golfer has provided professional fitting, instruction, club repair, and customization services with one goal in mind, to help golfers play better and enjoy the game more.

But one of the most interesting services offered at The Complete Golfer is the “IGMS” fitting system developed by Max Out Golf of Sherman Oaks, California. The proprietary gauntlet of launch monitors, wireless shaft load analysis tools, high-speed cameras, sensors, and accelerometers are utilized to assist the staff in selecting the perfect equipment for a golfer’s needs. There is nothing else like it and no surer way to take your game to the next level. If you would like to see this wonderful technology in action, simply visit the White Plains facility where the knowledgeable staff will be happy to assist you.

THE EXPERIENCE

At The Complete Golfer/Max Out Golf, club fitting is a dynamic process. That means hitting balls, lots of balls! Upon arrival, you’ll fill



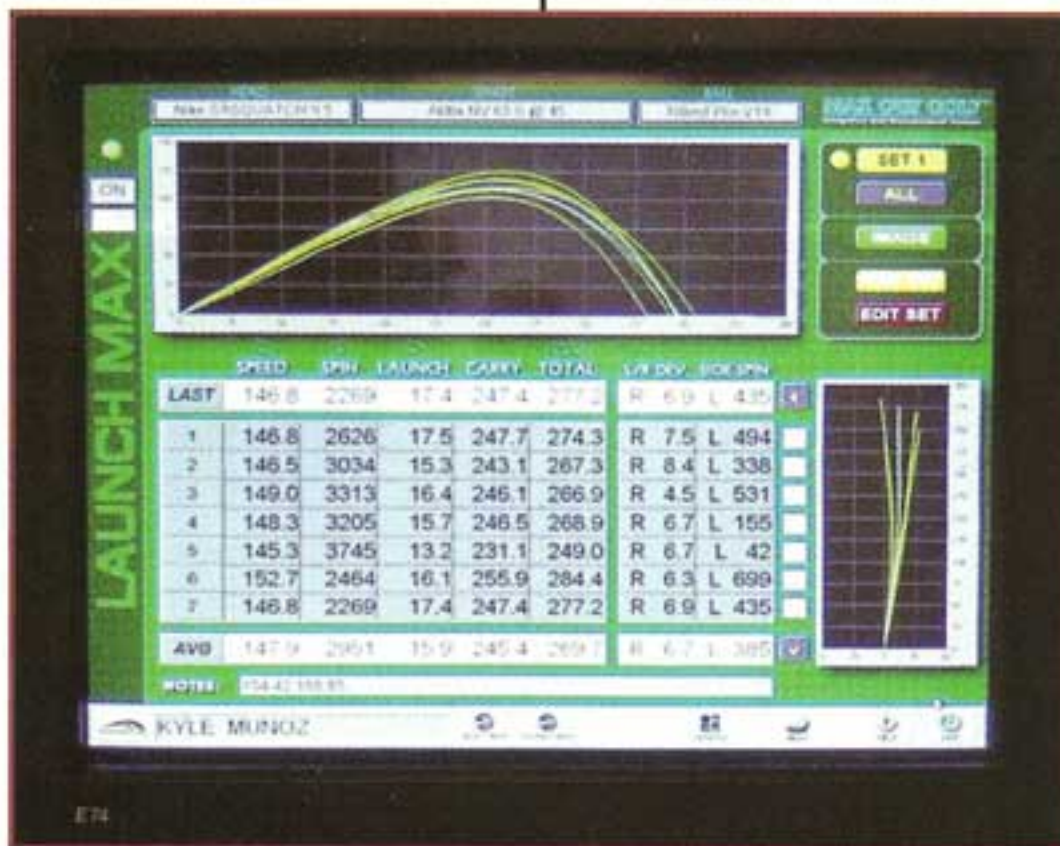


out a Player Profile Questionnaire detailing your game, types of courses you play, ball striking goals, etc.; all while your existing clubs are measured and charted (many are surprised to learn their "stiff" shafts are actually another manufacturer's "senior flex"). Then on to one of the high tech hitting stalls for a few warm up shots while the fitting expert conducting the analysis provides tips on how to improve your natural swing.

Next, a wireless transmitter is velcroed to your lead wrist with a cord leading to a club with a specially wired shaft that measures your "shaft load profile." This is the first component of the IGMS dubbed ShaftMax, another Max Out Golf innovation. Basically, it measures how much load you put on the shaft and when and where it bends and releases. This allows the analyst to determine the best shaft flex, bend profile, tip flexibility, and gram weight for the golfer's needs. Simple enough, right? Don't worry, it really works and the difference is measurable.

For the next two hours, you're hitting balls while other IGMS components (accelerometers, launch monitors and photographic analysis equipment) diagnose ball speeds, spin rates, initial directions, launch angles and flight characteristics while you try different club head, shaft, and ball combinations. A computer plots your progress and compares your results until the best possible performance ballistics are achieved.

The difference in your performance can be startling, proper equipment really does make a difference; many see 15-50 more yards,



instantly! You think what ball you play doesn't matter? Think again. Most average golfers are actually hurting their performance by selecting the balls that the PGA Tour players use. Everyone's needs are different and the equipment that the golfer selects should be different as well.

After arriving at recommendations for irons and metalwoods (and yes, there is a full high tech putter evaluation and fitting service as well) don't expect a hard sell on the latest clubs in stock. The Complete Golfer/Max Out Golf is vendor neutral, not affiliated with any golf manufacturer and can source and tailor

customized sets from any of the world's leading golf companies. All this at the same pricing that is available from off-the-rack national golf retail chains. It all sounds too good to be true, but it is!

Playing your best golf requires the proper blend of natural talent, proper technique, and modern technology. The correct combination of ball speed, spin rate, and launch angle can measurably improve anyone's golf game. Whether you are a junior, senior, beginner, novice, club pro or touring professional, The Complete Golfer, utilizing Max Out Golf's proprietary IGMS technology, will make you a better player. This is a very strong statement that is backed-up by the daily actions of The Complete Golfer/Max Out Golf staff in White Plains.

For the answer to any of your technical questions or for more information, call (914)328-8411 and ask to speak with a fitting specialist. You will be impressed with the answers. We certainly were!

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