

Why I choose TrackMan

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It can be tough nowadays for the aspiring golf coach or club fitter to decide where to invest their hard earned cash, especially when it comes to technology. High-speed video, launch monitors, force plates, biomechanics suites and many other tech products have become increasingly popular in recent years.

Through all of this, the launch monitor has become the “must have” piece of kit for the modern coach. It saves time in diagnosing problems, and allows you to track your student’s progress while avoiding over-correction. It is fair to say that the launch monitor is now a VITAL and MANDATORY tool for a top coach. The launch monitor measures the two most important things in golf... IMPACT & BALL-FLIGHT – which is why it has become the key to successful coaching & club fitting.

TrackMan is globally considered to be the “Godfather” in the launch monitor market, and is consistently rated as the market-leader. However, the reason I choose TrackMan is not solely on reputation – it is because TrackMan is the most accurate, reliable, and feature-rich product on the market. The fact that 300+ of the world’s top Tour Professionals use TrackMan, simply augments what I already know. Tour players are used to having everything handed to them for free via sponsorship – the fact that they all choose to purchase TrackMan is a great testament to its quality.

There are of course alternative and cheaper launch monitor solutions on the market. Recently there has been a lot of conflicting & confusing material online (forums, social media, online articles) that have tried to discredit radar technology. Most notably the total nonsense that was posted in the “Radar Armageddon” article. An article that was clearly biased towards another brand, and used scare tactics with incorrect research to form a case. This unfortunately is an attempt by other manufacturers to generate business through aggressive and unethical means. I would urge anyone considering an investment to seek professional advice through local references and real people. Don’t believe the nonsense on social forums. I tend to find that the uneducated people who want to be heard, have to shout the loudest – and making up controversial claims and stories online is their best way of shouting. Don’t believe the keyboard crushers & forum fanatics! Talk to an experienced professional...

I like how TrackMan are extremely transparent with information about their numbers & measurements, all of which can be accessed for free at www.trackmanuniversity.com – go and have a look. No other provider offers this kind of information for free!

The strength of TrackMan is that it sees club delivery, impact, AND BALL FLIGHT. TrackMan reports over 25 different club, launch & ball flight parameters on each shot. Some of these parameters (as you can learn from their TMU material) are calculated from the collision model. A common misconception, and a question I often get asked by other pro’s is “How can you trust a calculation” - well my answer is simple: $2 + 2$ is also a “calculation” – but everyone reading this knows the answer is 4, and that the answer is accurate & correct. TrackMan measure so many other factors during the club delivery, impact & launch, that an accurate face orientation can easily be derived. The integrity of this data has also been confirmed and backed up by extensive research. (You’ll find a great video on vimeo from Dr. Steve Otto talking about how he uses TrackMan in his R&A research). I sleep well at night with the knowledge that the development team at TrackMan HQ have some of the smartest people on the planet, and I have no doubt about their data accuracy.

In contrast, Camera based solutions are an adequate indoor launch monitor solution, but their inability to see ballflight makes them impractical outdoors. And my strong feeling about this is -

GOLF IS NOT PLAYED INDOORS. I have no problem working with a student & TrackMan indoors during the winter, but once the sun shines, we want to get outside and work on the range and on the golf course. I want to measure how my player approaches a back-left pin into a northwesterly wind at the 18th, while recording integrated video from my iPhone. I can only do this with TrackMan. TrackMan gives you the best of both worlds, and its versatility is its biggest strength. Tracking REAL ballflight and also allowing for temperature, golf ball, wind & Altitude is a feature exclusive to TrackMan, which makes it the best solution for all-round game analysis, in any conditions.

One of smartest minds in Golf, Karl Morris, is currently working with TrackMan to develop some research & correlation between practice ground performance and golf-course “pressure” performance. I look forward to seeing the results and the upcoming workshops. I think it’s so important that we get our players away from the swing-studio and into real game environments.

I am a TrackMan client because I TRUST the company, and the information they provide. TrackMan are devoted to improving golfers & sharing information – they do not use aggressive sales or scare tactics to sell their product. They provide great information and even better aftersales service, with an honest approach, great people and trustworthy company ethos.

It all comes down to the old adage – you get what you pay for! TrackMan is a big investment in your business, but the product & customer service are worth every penny.