



**SMART**  
SCORE DATA

# Smart Pen and Smart Paper System

for Golf Data Collection and Analysis

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# Revolutionising In-Play Golf Data Collection

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- The intersection of cutting-edge technology and traditional golf practices.
- Sub centimetre accuracy for data capture during golf rounds on a shot by shot basis.
- Applications across player performance analysis, broadcasting and spectator engagement.
- Reduction in carbon footprint with minimal labour and infrastructure required to collect data.





# Data Collection: The Role of Smart Pen

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- Purpose-designed for yardage books
- Provides precise sub-centimetre accuracy data
- Essential for surveying golf courses
- GPS Correction and Detailed Maps
- Integration with Smart Paper
- Creation of highly detailed course maps
- Corrects GPS inaccuracies
- Reduces carbon footprint

R2				R3				R4			
	F	G	P		F	G	P		F	G	P
		B	T			B	S			B	S
1	3	1	1	1				1			
2	4	2	-	2				2			
3	2	2	0	3				3			
4	5	3	1	4				4			
5	6	4	1	5				5			
6	1	0	1	6				6			
7	2	1	0	7				7			
8	1	0	-	8				8			
9	3	2	1	9				9			
10				10				10			
11				11				11			
12				12				12			
13				13				13			
14				14				14			
15				15				15			
16				16				16			
17				17				17			
18				18				18			
TOT				TOT				TOT			
DD	A			DD	A			DD	A		
DD	B			DD	B			DD	B		

- Strokes Gained integration with Smartscore technology.

Keeping the traditions on golf and data collection couldn't be easier with using Smartscore technology. Using simple techniques already used we can collect real time data from the stroke of a pen.

We simply extract the information from the strokes gained card that can be adapted to any tournament, or any situation in golf, and feed to data live to our analytics system to deliver you real time strokes gained.

COURSE DATA					ROUND STATS		
Hole	Yds	Par	SI	Strokes	Score	Putts	FW
1	320	4	14	1	3	1	1
2	290	4	4	1	4	2	-
3	407	4	8	1	2	2	-
4	127	3	16	-	5	3	1
5	378	4	2	1	6	4	1
6	122	3	18	-	1	-	1
7	352	4	12	1	2	1	-
8	176	3	10	1	1	-	-
9	286	4	6	1	3	2	1
TOT	2,658	33		7	27	15	5

GROSS SCORING				GROSS STATISTICS					
Score	To Par	Result	Cum	Putts	T - G	GIR	FW	U&D a	U&D?
3	-1	Birdie	-1	1	2	Y	Y	N	-
4	Evil	Par	-1	2	2	Y	N	N	-
2	-2	Eagle	-3	2	-	Y	N	N	-
5	+2	Double	-1	3	2	N	Y	Y	N
6	+2	Double	+1	4	2	Y	Y	N	-
1	-2	Eagle	-1	-	1	Y	Y	N	-
2	-2	Eagle	-3	1	1	Y	N	N	-
1	-2	Eagle	-5	-	1	Y	N	N	-
3	-1	Birdie	-6	2	1	Y	Y	N	-
27	-6		-6	15	12	8	5	1	-

Instructions  
the fairways you hit  
a greenside bunker.



# The Smart Pen

## Bridging Physical and Digital Worlds

- Smart Pen writes with ink
- Real-time data capture during play
- Seamlessly connects physical golfing experience to digital data
- Lightweight GPS Devices
- Carried by players or caddies
- Record exact positions on the course

# Players & Caddies



## The Heart of Data Collection

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- Active Participation
- Caddies and Players play a pivotal role
- Gather essential data using the Smart Pen
- Seamlessly integrated into existing routines
- Transition to Innovation
- Easy adoption by Caddies & Players
- Enhances their role during golf rounds



# Sustainability & Environment

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- Lightweight/portable design with rechargeable components
- Efficient digital data management and sharing
- Significantly reduced labour requirement for data capture
- Alignment with golf's environmental sustainability initiatives



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# The Future of Golf Analytics

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Precision, strategy, and  
data-driven decisions

Golf analytics as a  
necessity for every player

Join us in transforming golf into a data-powered sport!





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