

A man in a light blue polo shirt is captured mid-swing with a golf club. He is smiling and looking towards the camera. In the background, there are several large monitors displaying a virtual golf course simulation. The setting appears to be an outdoor driving range.

*transform*  
YOUR RANGE

# DO YOU WANT TO GROW YOUR BUSINESS?

**Are you looking to attract new Guests and keep your regulars coming back more often?** Toptracer Range will transform your facility from a functional training day locale to an exciting experience for everyone.

Toptracer Range is the same technology you see on TV tracking the shots of the game's best players. It works with your existing setup to enhance your Guests' experience, and it raises your revenue with an affordable investment and **zero upfront payment**.



8 GARCIA  
PAR 4 459 YDS - 8



# as seen ON TV

Since its acquisition of Protracer in 2016, Topgolf has used the technology to create extraordinary sports and entertainment experiences for players and spectators in venues and ranges around the world—and on TV.

Choose Toptracer Range, and your range will be equipped with the exact same technology that traces the shots of Jordan Spieth, Jason Day, Tiger Woods and others on televised golf tournaments year-round.

# *simple* INSTALLATION

Each Toptracer Range system consists of:

## **Sensors** →

Two cameras are mounted above your bays to track every shot.

## **Software**

Image analysis software that detects shots and stores data on a server.

## **Displays**

Interactive screens that show swing feedback and stats in whichever game mode the Guest selects.



“

THEY TOOK CARE  
OF THE DELIVERY,  
INSTALL, AND  
CALIBRATED THE  
SYSTEM. I DIDN'T  
HAVE TO DO A THING.

**MAURICIO GALANTE**  
GOLF CENTER  
OF ARLINGTON



# COME *as you are*

Toptracer Range is able to work with most existing facilities. After a site visit, we'll make recommendations on how our technology will work best in your facility. You cover the details below and we'll take care of the rest.

## Range Owner Requirements:

- Power and Data Wiring
- Internet Connection

## Toptracer Range Provides:

- Toptracer Range Software
- Hardware
- Installation
- Technical Support and Maintenance
- Marketing Support

# GAME *on*

The Toptracer Range system offers several game modes that allow Guests to tailor their own range day experience. Guests are also able to store their information on the network and access it through the Toptracer Range Community App.



## LAUNCH MONITOR

This comprehensive training mode allows Guests to hone their skills by offering data such as distance (carry and total), ball speed, launch angle, height, side deviation, landing angle, hang time and distance to target.

**Great for: The statistician, the avid golfer.**



## WHAT'S IN MY BAG

This mode encourages Guests to dig deeper into their golf bag and learn the details of each type of club. It also allows them to store those stats over time on the Toptracer Range Community App.

**Great for: Beginners, players looking to improve and those looking to learn more.**



## VIRTUAL GOLF

This mode gives Guests the opportunity to play some of the world's greatest golf courses right from your bays. Individuals and groups can play a full 18 holes without ever have to leave your range.

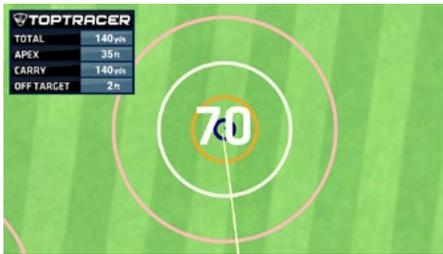
**Great for: Golfers and competitors, millennial social seekers, kids and families, and people who like to travel.**



## CLOSEST TO PIN

There's nothing like a little friendly competition to get some excitement going in the bay. This game allows friends to compete while working on their swing.

**Great for: Millennial social seekers, families, competitors and the golf purist.**



## POINTS GAME

This game lets friends compete for points based on distance from the target and is great for people that like a friendly challenge. Guests can even add 'In Air' bonus rings for an extra challenge.

**Great for: Millennial social seekers, kids and families.**



## LONGEST DRIVE

Who can hit the farthest? This game lets Guests settle the argument once and for all by turning the range in a proper long drive grid for up to eight players.

**Great for: All around golfers and competitors, millennial social seekers, kids and families.**



## LEADERBOARDS

There's nothing like a little friendly competition to get some excitement going in the bay. Leaderboards allow friends to compete while working on their swing.

**Great for: Millennial social seekers, families, competitors and the golf purist.**

# *there's an app* FOR THAT

**Guests can use the Toptracer Range Community App to link their personal profiles to their visit.**

Guests can access their entire history of shot data, including specific club performance details, as well as how they rank against other players on leaderboards. The app also has a Toptracer Range locator, to easily find the nearest facility.



# MORE GUESTS

Toptracer Range enhances the experience of your existing facilities with games that appeal to Guests both current and new—and **keeps them coming back every week.**

# MORE PLAY

Guests play more on bays with Toptracer Range. More playing means **more balls hit** and **more buckets sold.**

# MORE TECH

Toptracer Range provides valuable statistics and data to golfers trying to improve their game. This experience has regular Guests **returning to the range more often.**

# MORE GROUPS

Games are better with friends and family. Facilities that have implemented Toptracer Range report their **Guests are bringing friends, families and beginning golfers to the range.**

# MORE DIVERSITY

The interactive experience delivered by **Toptracer Range appeals to a wide variety of demographics** including millennials, families, groups and more.

# LESS COST

Did we mention **NO upfront payments?**



WE'RE SEEING A  
NEW PHENOMENON  
WHERE PLAYERS  
ARE WAITING IN  
LINE TO GET  
THE TOPTRACER  
RANGE BAYS.

GRANT WRIGHT  
CEO, WORLD OF GOLF

# DON'T JUST TAKE *our word for it*



## GOLF CENTER OF ARLINGTON ARLINGTON, TX



**Increase in bucket prices with Toptracer Range.**  
Added \$5/hour upcharge during offpeak and \$10/hour upcharge during peak hours. Also expanded events business to offer multi-bay bookings for a per-hour fee.



**Increase in total ball revenue** in the 12 months after Toptracer Range was installed vs. the 12 months prior.

**\$650** Average increase in ball revenue per month, on a per-bay basis.

## COOL SPRINGS SPORTS COMPLEX PITTSBURGH, PA



**Increase in bucket prices with Toptracer Range.**  
Added \$5/hour upcharge on a standard bucket and a \$49/hour upcharge for Virtual Golf and introduced group pricing.



**Increase in total ball revenue** in the 12 months after Toptracer Range was installed vs. the 12 months prior.

**\$1,900** Average increase in ball revenue per month, on a per-bay basis.

# PRICING

**\$0 UPFRONT PAYMENT REQUIRED**

All Toptracer software components and hardware components are leased to the customer at a monthly fee per bay. This monthly fee includes all software, hardware, installation (excl. power and data), maintenance and marketing support.

The exact monthly fee is based upon the number of bays the range chooses to convert to Toptracer Range.

# FREQUENTLY ASKED QUESTIONS

## *Range Details*

### **How does Toptracer Range technology work?**

Toptracer Range is a golf ball tracking system that uses cameras and imaging software to convert every shot into measurable data. That information is then presented to the guest on an interactive screen located in the bay. Guests can choose their own experience by selecting from several different game modes.

### **Where are the sensors/cameras placed?**

Sensors are placed a maximum of 100 feet apart. This sensor pair will cover all hitting bays located between them, up to three levels. More than one Toptracer Range system may be deployed to cover larger ranges.

### **How many bays does the camera system cover?**

A single Toptracer Range system covers up to a 100-foot-wide stretch of hitting bays.

### **What hardware and software products are included in a single Toptracer Range System?**

The standard Toptracer Range system consists of two cameras, a server and a 21-inch game screen in each bay covered by the system as well as the tracking and game software.

# FREQUENTLY ASKED QUESTIONS

## *Professional Services*

### **What does Toptracer Range require prior to installation?**

The Toptracer Range team will conduct an on-site survey at each range. A detailed pre-installation requirements document is created based on the range's current and future set-up.

In general, the Toptracer Range technology requires certain power and data details to be in place prior to installation in order for the technology to work:

- Arrange internet over cable to server location
- Run network cable from server location to each individual camera
- Run power near each of the camera locations
- Run network cable from server location to each game screen
- Run power by each game screen

We recommend ranges use a local company to prepare the requirements. Toptracer Range will sign off on the requirements prior to installation.

### **How long does it take to install Toptracer Range at a facility?**

Installing a Toptracer Range system generally takes four days.\* We will deliver, install, test, and calibrate a complete, functional system. Following installation there is also a 14-day soft launch period to calibrate the system.

**\*Larger installs could take up to 10 days**

# FREQUENTLY ASKED QUESTIONS

## *Support & Maintenance*

### **Does Toptracer Range provide support and maintenance if issues arise?**

Yes, all support and maintenance is included in the proposed pricing as part of our standard offering. This includes call center support, hardware replacement and software updates.

### **Will I receive marketing and/or business support?**

We will provide ongoing marketing support to ensure all collateral is on brand. Automated analytics will also be available to understand how many golf balls are tracked, which game modes are played the most and system utilization to help you make decisions on pricing and range operations.

Topgolf partners with a range of businesses and we will work with your venue to see if there are opportunities to enhance your business.

### **How do ranges utilize leaderboard functionality to host local competitions and events?**

Local leaderboards can be accessed through a unique URL address for your facility that will be provided by the Toptracer team. You can share the leaderboards on your website or display them on smart TVs (with HTML5 compatible full-screen browsers).

### **Can I run leagues and events with the game options?**

Our current venues have hosted long drive competitions, points game leagues and virtual golf leagues, as well as running corporate events for large groups. This can be combined with a staffed event manager to create a golfing experience only available at Toptracer Ranges.

### **Does Toptracer Range support league play for players with different handicaps?**

We have built in handicap support into our Virtual Golf game.

### **What does the future look like?**

Our Technical Innovation team is always looking at improvements. New game modes will be added periodically as well as extra features and additional options to enhance the overall range experience. We have a commitment to future product development to ensure your technology is a premium product/market leader.



**TOPTRACER  
RANGE™**

**[toptracer.com](http://toptracer.com)**