

Hong Kong VPAR Launch

Press release

March 15th – 2011. Hong Kong.

On March 17th, VPAR, the industry's most cutting edge live golf scoring system, will expand its reach into Asia. Through Impact Golf Management Group, participants of the launch event at the Hong Kong Golf Club in Fanling will use VPAR for the first time.

VPAR enables everybody on the golf course to see a real time leaderboard of where all the players stand in the competition. After every hole, each team inputs their individual scores into a user-friendly handheld unit. This data is sent back to the VPAR Score Centre and then back to the handheld unit for players to observe where they, or other players in the game, are placed.

VPAR system comes with branded iPads positioned in the clubhouse to complete a fully interactive experience. Competitors and spectators are able to view a list of teams, players, tee times, course and scorecard information as well as hole imagery.

VPAR is not limited to the golf course. Spectators can follow the action from the office or at home, through a custom-made live website displaying scores, as well as a multitude of other statistics, including average shots per hole and course descriptions.

The displayed leaderboards and handheld units are also customisable. Personalised client branding and advertisements can be placed in every display allowing easy sponsorship promotion.

Jason Stoop, CEO of VPAR, based in the UK, commented on the Asia Launch. "We are glad to have the potential of our product recognised in Asia. VPAR pushes a greater competitive spirit into the sport. It has been a huge success in Europe and we look forward to replicating that success in Asia."

Tim Orgill, of Impact Golf Management Group, stated, "We're very happy to have the opportunity to promote VPAR. It'll bring a extra level of excitement to golf events in Asia not seen before."

Impact Golf Management Group is pleased to introduce VPAR into Asian golfing events. It will surely create a more efficient and exciting game of golf where not only the players are more involved and informed, but the spectators too.

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