



GUIDED KNOWLEDGE™ OFFICIALLY LAUNCHES DRAGONFLY GOLF BRAND

*First commercially available product from award winning,
technology scale-up hits Florida in 2020*

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(PORTSMOUTH, United Kingdom) – [Guided Knowledge™](#) today officially launched the Dragonfly Golf powered by Guided Knowledge brand realizing the exciting promise of its state-of-the-art, next generation wearable technology for golf pros, uber-enthusiasts and coaches. Five years in the making, the Dragonfly Golf system is a pioneering 18-sensor smart suit and digital coaching app that offers golf professionals the benefits of 3D technology to improve their game, anytime and anywhere.

View the Dragonfly Golf powered by Guided Knowledge brand film:

<https://vimeo.com/user52406660/dragonflygolf>

Film caption:

“Dragonfly Golf powered by Guided Knowledge offers serious golfers the competitive insights to play their best possible game by training smarter, not harder. For more information visit <https://guidedknowledge.com/dragonflygolf>.”

“Our ambition is to build Dragonfly Golf into an iconic brand that captures the golf and sports industries’ attention globally, signaling a new era in the high-performance sports technology arena,” says Trine Hindklev, Chief Marketing Officer for Guided Knowledge. “In golf, marginal gains are no longer an advantage but the difference between winning and anonymity. Dragonfly Golf powered by Guided Knowledge is changing the way golfers improve their game and gaining a competitive advantage.”

Dragonfly Golf delivers performance data to help players and coaches truly understand the player’s unique swing signature. The groundbreaking 3D technology translates a host of previously invisible data into practical yet powerful insights via hundreds of performance

metrics, 360-degree visibility and instant feedback via the player's and coach's smartphone. It offers a revolutionary way to generate and tap your own big data for gains on the greens.

The Dragonfly Golf powered by Guided Knowledge Brand

The product brand name is inspired by the iconic and agile dragonfly, which is symbolic of transformation. The dragonfly has 30,000 facets in huge compound eyes and is the only species on earth with a seamless, 360-degree view built from infinite metrics and data. The Dragonfly Golf system delivers an exciting brand-new, 360-degree view of skill performance for golf. Now for the first time players and coaches have the ability to capture, measure and analyze swings in real time, anytime and anywhere.

Guided Knowledge teamed up with sports branding specialists 20.20, a London-based strategic brand agency, to define and create a new compelling, dynamic identity with global resonance for the golf product.

“When we were approached by Guided Knowledge to help them define their golf brand, we knew we were dealing with a true game-changer. The scope and potential of the insight that the Dragonfly tech brings to players and their coaching teams, is enormous. Our job was to bring a focus, so the elite audience could understand the sheer value in the critical gains the technology brings, “ says Michael Artis, Director of Strategy & Development at 20.20. “It was a pleasure to be a pivotal part of their team during the creation of Dragonfly – a sure-fire iconic sports brand of the future”

The Dragonfly Golf Brand Film

The Dragonfly Golf brand film illuminates a professional golfer's emotional and physical journey to better understand their skill performance.

“The Dragonfly Golf brand film taps into universally relatable emotions and experiences of a pro golfer striving to improve but with a twist – it offers a glimpse into how valuable performance metrics and feedback can make all the difference to his game,” says Hindklev. “Dragonfly Golf offers serious golfers the competitive insights to play their best possible game by training smarter, not harder.”

Guided Knowledge joined forces with G2Films, an award winning film production agency, to produce the film.

“Our plan was to create a balance between telling the Dragonfly Golf story, creating empathy with the golfer striving to be the best and at the same time, developing a narrative which would engage and inspire viewers,” said Martin Wise, Producer at G2Films.

The Dragonfly Golf system is the Official Wearable 3D Motion System for the IMG Academy Golf Program, which kindly hosted the three-day film shoot on its campus in Bradenton, Florida.

Availability

The Dragonfly Golf system is available through an early adoption program for professional golfers and as the Official Wearable 3D Motion System for the IMG Academy Golf Program. In early 2020, the Dragonfly Golf System will be available for sale at select clubs and universities in Florida and other regions later in the year.

In addition, Dragonfly Golf powered by Guided Knowledge will also be at the PGA Merchandise Show in Orlando, Florida January 21-24. Visit us at booth #2480.

For more information about the early adoption program, to become a future distributor or receive regular updates on Dragonfly Golf, please visit <https://guidedknowledge.com/dragonflygolf>.

About Guided Knowledge

Guided Knowledge is a U.K.-based technology scale-up comprised of a dedicated team of sports scientists, biomechanists, mathematicians, engineers, golf experts and creatives. Together they are pioneering the next generation of wearables that offer bespoke digital coaching tools and analytics in real-time, anytime and anywhere. Our first product to market is Dragonfly Golf powered by Guided Knowledge designed for golfers with additional products for sports and other categories in the pipeline. Visit www.guidedknowledge.com or follow us on Twitter [@guidedknowledge](https://twitter.com/guidedknowledge) to learn more.

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