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**DRAGONFLY GOLF POWERED BY GUIDED KNOWLEDGE™ TO SHOWCASE AT
THE 2020 PGA MERCHANDISE SHOW AND
OFFICIALLY LAUNCH EARLY ADOPTION PROGRAM**

***See Revolutionary 3D Technology in Action on Demo Day at Tee 6-3
Visit at Booth #2480 for More Information***

FOR IMMEDIATE RELEASE:

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(PORTSMOUTH, ENGLAND) – [Guided Knowledge](#)™ announced today that they will be demonstrating the Dragonfly Golf system at the 2020 PGA Merchandise Show’s Demo Day (**Tee 6-3**) on January 21 and exhibiting at the PGA Show (**Booth #2480**) on January 22-24 at the Orange County Convention Center in Orlando, Florida.

The Dragonfly Golf system is the next generation of high-performance sports technology that makes 3D motion capture mobile, accessible and more affordable. 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. It translates a host of previously invisible data into practical yet powerful insights via hundreds of performance metrics, 360-degree visibility and instant feedback via a smartphone. No longer trapped in a motion capture studio or tethered by wires like other products, the Dragonfly Golf system allows you to capture, measure and monitor swing performance with unparalleled accuracy and reliability anytime, anywhere to unlock a competitive advantage.

Guided Knowledge debuted its technology at the 2019 PGA Show where it won the United Inventor’s Association’s Pinnacle Award for “Best In Show” and was heralded by *Golf Digest* as “the coolest, freshest and most intriguing stuff golfers should know about at the PGA Merchandise Show.”

“This year, PGA Show attendees will see the complete Dragonfly Golf system live and in-action on Demo Day,” says Jon Dalzell, Chief Science Officer for Guided Knowledge. “I am excited to show golf professionals how they can take the power of 3D motion capture from the lab to range – and beyond to the course! – to train smarter, not harder.”

Dragonfly Golf is the Official Wearable 3D Motion System of the IMG Academy Golf Program. Feedback from coaches using the system affirms the technology's ability to supercharge both the capability and capacity to work more efficiently and effectively with players.

"The Dragonfly Golf system allows us to objectively view and measure the player's unique swing signature, providing in-depth insights beyond what's seen on video or the naked eye. The system allows us to define players' performance objectives more efficiently, understand their skill development trajectory and set training curriculums to improve outcomes while maintaining current performance levels," reports Scott Davies, IMG Academy Director of Golf Operations.

The Dragonfly Golf Early Adoption Program

The Dragonfly Golf system has been available to select PGA TOUR players and academic institutions via our early adoption program. We are very pleased to expand the program and are seeking additional partnerships with academic institutions, golf clubs, distributors, coaches, TOUR players and others. The program is designed for forward-thinking, tech-savvy golf professionals who want early access to state-of-the-art 3D technology to enhance their game personally or the coaching tuition they offer. If you are interested in learning more about the program or want to book an appointment at the PGA Show, please email Trine Hindklev at trine.hindklev@guidedknowledge.com

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. Visit www.guidedknowledge.com or <https://vimeo.com/user52406660/dragonflygolf> to learn more.

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