



powered by  GUIDED KNOWLEDGE

DRAGONFLY GOLF WELCOMES SAM HUTSBY

Former PGA European Tour Player Joins Team as Golf Ambassador

FOR IMMEDIATE RELEASE:

DATE: Monday, January 13, 2020

(PORTSMOUTH, United Kingdom) – Dragonfly Golf powered by [Guided Knowledge™](#) is delighted to share that Sam Hutsby is joining the team as Golf Ambassador. 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.

As Dragonfly Golf's ambassador, Hutsby will work closely with the global golf community including tour players, top coaches, high profile clubs and key influencers to raise the profile of the brand and lead sales efforts. In addition, he will play a critical role synthesizing the golf industry's feedback on the product to inform future iterations and the long term development roadmap.

"We are thrilled to have Sam join the team and kick start the Dragonfly Golf conversation in the golf industry," says Jon Dalzell, Chief Science Officer for Guided Knowledge. "Sam's in-depth golf knowledge, solid industry experience and infinite passion for the sport is a winning combination that will set him up for success."

Sam started playing golf at the early age of 7 and enjoyed an impressive amateur career, including representing Great Britain & Ireland in the Walker Cup in 2000 and as the Captain of the England Squad. Later Sam joined the PGA European Tour and earned 7 professional wins worldwide including the 2014 Kazakhstan Open title.

"If Dragonfly Golf had been available when I was on tour, it would have been a real game changer. I would've had access to my coach at all times. Now, players and coaches can have

the power of 3D tech at their fingertips to train smarter, not harder to deliver maximum results,” says Sam Hutsby, Dragonfly Golf Brand Ambassador. “I am so pleased to be able to bring this revolutionary, state-of-the-art 3D technology to the game.”

Get in Touch with Sam Hutsby, Dragonfly Golf Ambassador

Dragonfly Golf will be participating at the PGA Merchandise Show in Orlando, Florida January 21-24. We invite you to meet Sam at either the PGA Show Demo Day at the Orange County National Golf Center on Tuesday, January 21 at Tee 3-6 or stop by the Orange County Convention Center at booth #2480.

In addition, if you would like more information about the Dragonfly Golf system don't hesitate to reach out to Sam at sam.hutsby@guidedknowledge.com.

About Dragonfly Golf

The Dragonfly Golf system 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.

The Dragonfly Golf system is the Official Wearable 3D Motion System for the IMG Academy Golf Program located in Bradenton, Florida.

About Guided Knowledge

Guided Knowledge is a U.K.-based technology start-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/369558418> to learn more.

###

CONTACT:

TRINE HINDKLEV, CMO

Trine.Hindklev@guidedknowledge.com

+44 (0) 7368 212503 (UK)

+1917-855-8018 (US)

Follow us on Twitter at [@guidedknowledge](https://twitter.com/guidedknowledge)

Follow us on LinkedIn at <https://www.linkedin.com/company/9360996>