

TOPTRACER

#1 RANGE TECHNOLOGY IN GOLF

Discovery Guide | Spring 2025



WHEN WE

INVENTED RANGE TECHNOLOGY

WE INVENTED A NEW WAY TO GOLF



How it Started ——— How it's Going

- ▶ Toptracer is the same technology you see broadcasted on MAJOR PGA and LPGA Tour events.
- ▶ The **FIRST** range technology. Today, 38 countries & 1,100+ sites



PROTRACER FOUNDED
Stockholm, Sweden

2006

07 08

FIRST MAJOR BROADCAST
The Masters ▼



FIRST TV BROADCAST
Spanish Open & Solheim Cup

RANGE PROTOTYPE
LAUNCHED

12 13

FIRST RANGE INSTALLATION
World of Golf, UK

 **TOPGOLF**
ACQUIRES PROTRACER

16 17

PROTRACER ▶ TOPTRACER
RANGE RELAUNCHED

20 TOPTRACER
RANGE SITES

TOPTRACER RANGE
MOBILE LAUNCHED

200 TOPTRACER
RANGE SITES

19

CALLAWAY ACQUIRES
 **TOPGOLF**

CALLAWAY RENAMED
TOPGOLF CALLAWAY
BRANDS

21 22

CALLAWAY AND
TOPGOLF BEGIN
OPERATIONS
SEPARATELY

25

Augusta Ranch | Mesa, AZ

Picture Source

TOPTRACER

THE WORLD OF GOLF HAS SHIFTED

For the last two decades, Toptracer has been **leading the driving range revolution.**

We recognize the challenges range owners face, and **we help you tackle those head on.**

26.6
MILLION

Total golfers that
played both on and
off-course golf in
2023

▲ Up 17% from 2022

MORE CUSTOMERS, MORE OFTEN

With Toptracer, guests can compete against themselves, play with range buddies, or challenge other users within the Toptracer community.

If guests are engaged and having fun, productive practice sessions, that's a **recipe of longer, more frequent visits.**

4x

Number of Americans participating exclusively away from the golf course has increased almost 4x in the past decade.

Source: NGF

ANCILLARY POSITIVE EFFECTS

5x

Interest in taking up on-course golf is five times higher among non-golfers with off-course golf experience.

Per the NGF, off-course offerings continue to have a positive effect on golf business holistically, helping encourage unprecedented numbers of on-course trials and drive record levels of interest among those who have yet to play on a golf course



◀ BEAR CREEK GOLF CENTER | Medford, OR
[Picture Source](#)

WHAT'S YOUR GOAL?

We've seen it all! The most important thing to Toptracer is helping you achieve what is **MOST IMPORTANT TO YOU!**

- ☒ Attract new customers?
- ☒ Current customers coming more often?
- ☒ Increased revenue?
- ☒ Diversified product offerings?



We had a young demographic to begin with, but after we installed Toptracer, we saw families and new golfers embracing it. The atmosphere is completely different. It's now the fun, engaging vibe we want.

JOSH HEPTIG

Director of Operations
Dairy Creek Golf Course

Modern Golf

The industry leader in golf combined with the largest range operators in the world.



TOPTRACER



Our Vision

To be a part of
EVERY SHOT.

Our Aim

*We build technology
to create the*
**BEST GOLF
EXPERIENCE**
for all golfers.

THE OFFICIAL

Ball-Tracking & Range Technology Of:



WORLD'S **LARGEST** RANGE COMMUNITY

A faint, light gray world map is centered in the background of the slide, showing the outlines of continents and major landmasses.

38

Countries

1075+

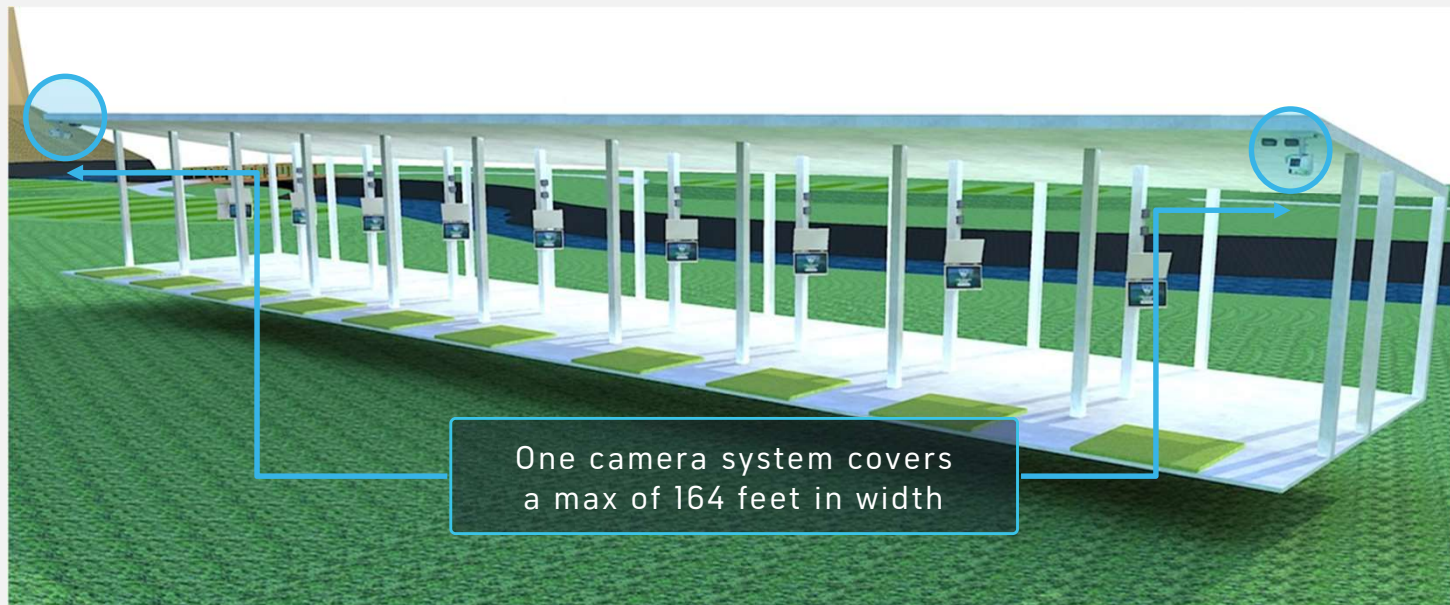
Sites installed with Toptracer

27K

Bays Installed

Toptracer is in more bays, in more ranges, in more countries than all other range technologies in the world.

How it works



Using a special camera, Toptracer is able to track the entire flight of a golf ball and then add a trace graphic to the bay screen.

Game Modes



Practice



Course Experiences



Entertainment

MORE OPTIONS TO PLAY YOUR WAY



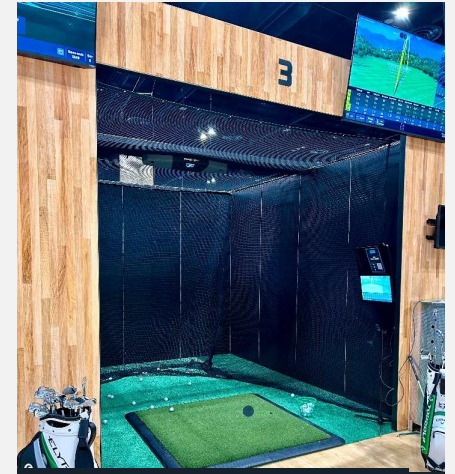
Covered Monitor



Outdoor Monitor



Mobile Grass Tee



Indoor

Your dream guest experience is the foundation on which our solution for you is built.

Monitor Games



Angry Birds



Closest to Pin



Approach Challenge



Driving Challenge



Long Drive



Toptracer 12



My Practice



Points Game



Warm Up



Warm Up



Toptracer 30



Virtual Golf

Mobile Games

Toptracer Mobile optimizes practice sessions by sending shot traces and detailed data directly to a golfer's phone.

GAMES

- My Practice
- Closest to Pin
- Long Drive
- Toptracer 12
- Toptracer 30



The Ultimate Guest Experience

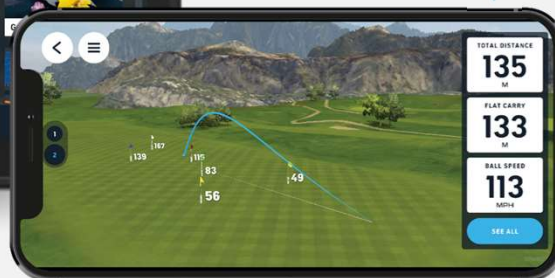
With Toptracer, everyone's range experience is enriched - whether it's a scratch golfer or someone just getting started - engage your customers on a level **they are looking for**.



TOPTRACER MONITOR ▲
Practice or play, the options are all there and sure to be fun for everyone

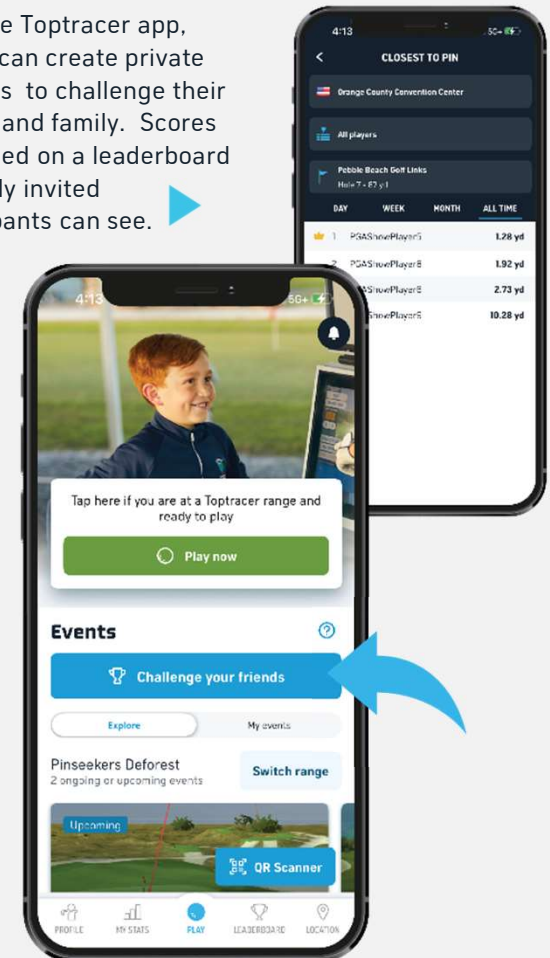
WARM UP MODE

Great way for golfers to dial in their clubs before hitting the course



TOPTRACER

With the Toptracer app, guests can create private contests to challenge their friends and family. Scores are tallied on a leaderboard that only invited participants can see. ▶



DETERMINING THE RIGHT EXPERIENCE

We use a multi-pronged approach to determine the best way to implement Toptracer at each facility.



PROXIMITY TO
CLUBHOUSE



CURRENT
PROGRAMMING



CURRENT CUSTOMER
DEMOGRAPHICS



DIMENSIONS OF
TEE LINE

*WHAT EXPERIENCE DO **YOU** WANT TO OFFER?*

What the golf community is saying...



Paul Lyons

Local Guide · 73 reviews · 275 photos

★★★★★ a year ago

It was my first time visiting since the Top Tracer technology was installed. This is a game changer for practice or flat out fun.



Jennifer Adamek

Local Guide · 56 reviews

★★★★★ a year ago

So much better now that they have toptracer



Chris Clarke

Local Guide · 62 reviews · 7 photos

★★★★★ 3 years ago

Great winter opportunity to fine tune your swing. The TopTracer tracking system is outstanding. With a variety of games, including just tracking individual clubs, there is something to keep it interesting.



George Bellomo

Local Guide · 197 reviews · 57 photos

★★★★★ 2 months ago

I had a freaking blast! I downloaded the Toptracer Range app. So many different games to play. Will definitely be back!



Simply put, Toptracer range is great fun. There is something for everyone, whether you are a serious golfer looking for quantifiable data to improve your game, or you are a young family looking for a fun engaging activity to do together. Far more exciting and interactive than your traditional range

JOE FERGUSON

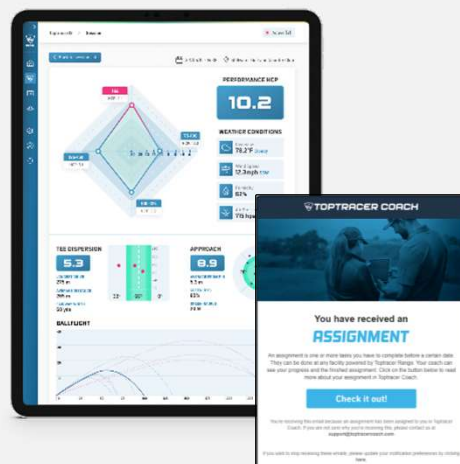
Golf Monthly, May 2024

More than just a pretty trace



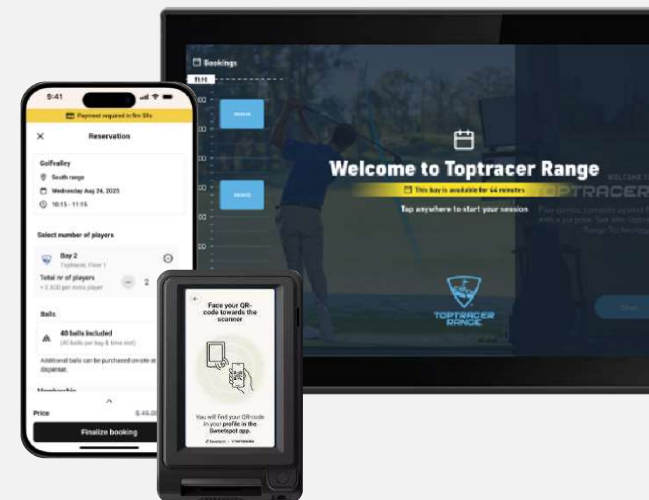
TOPTRACER RANGE MANAGEMENT SYSTEM

(TRMS) gives range operators more visibility over their range including analytics, bay status, and the **Over the Net Alarm**.



TOPTRACER COACH

An online platform that leverages data from Toptracer Range games to revolutionize the coaching experience



RANGE AUTOMATION

Together with SweetSpot, we offer an online booking solution allowing customer to reserve driving range bays at your facility.

TOPTRACER RANGE MANAGEMENT SYSTEM

RANGE MANAGEMENT MADE EASY

LEADERBOARD MANAGEMENT

Engage players in a new way by creating daily, weekly, or event-based leaderboards, which can be displayed on screens throughout the club.

BAY MANAGEMENT

Operators can lock or unlock bays at any time, allocate time to specific bay screens, and monitor usage on the range.

PERFORMANCE ANALYSIS

View and manage various stats including balls hit, overall usage, and customer traffic on a daily, monthly, or annual basis.

OVER THE NET ALARM

The system records and sends notifications to players and operators when golf balls are hit over the driving range net or virtual barrier.



Toptracer Coach

Toptracer Coach is an online platform that uses data from Toptracer Range games and on-course rounds to revolutionize the golf lesson experience for both coaches and players.



**Benchmark
Assessments**



**Engaging
Assignments**

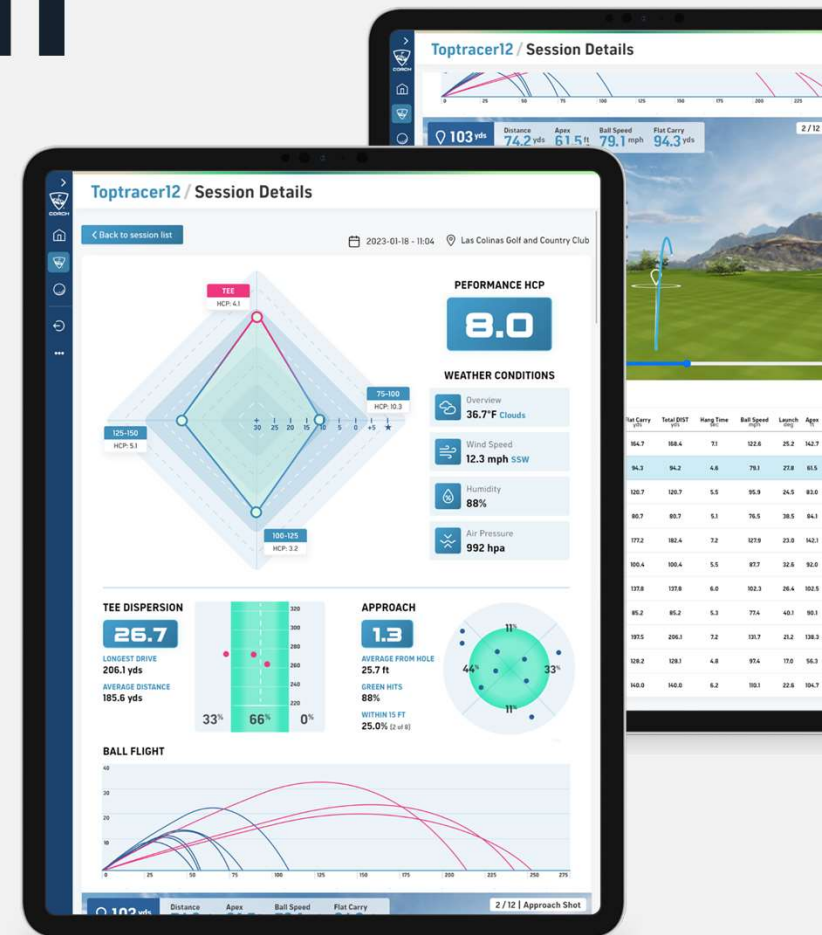


**Increased
Visibility**



**Optimized
Experience**

With a simple, modern, and intuitive interface, Toptracer Coach delivers **an interactive coaching experience** that today's instructors crave – and students demand!



TRANSFORM ANY SPACE WITH

Toptracer Indoor

Toptracer Range Indoor is designed to enable any space at any property with an engaging experience. Offering a flexible, tech-enabled solution to turn virtually any area of your facility into a dynamic, interactive space – will surely help you provide the **right experience** to the **right person** at the **right time**.



TOPTRACER

Foresight + Callaway + Toptracer

R&D development and brand alignment for club and ball fitting = Sales



FORESIGHT SPORTS

Callaway

TOPTRACER RANGE

EXPERIENCE
A TOUR LEVEL
FITTING.

116 MPH CLUBHEAD SPEED

Callaway

PARADYM

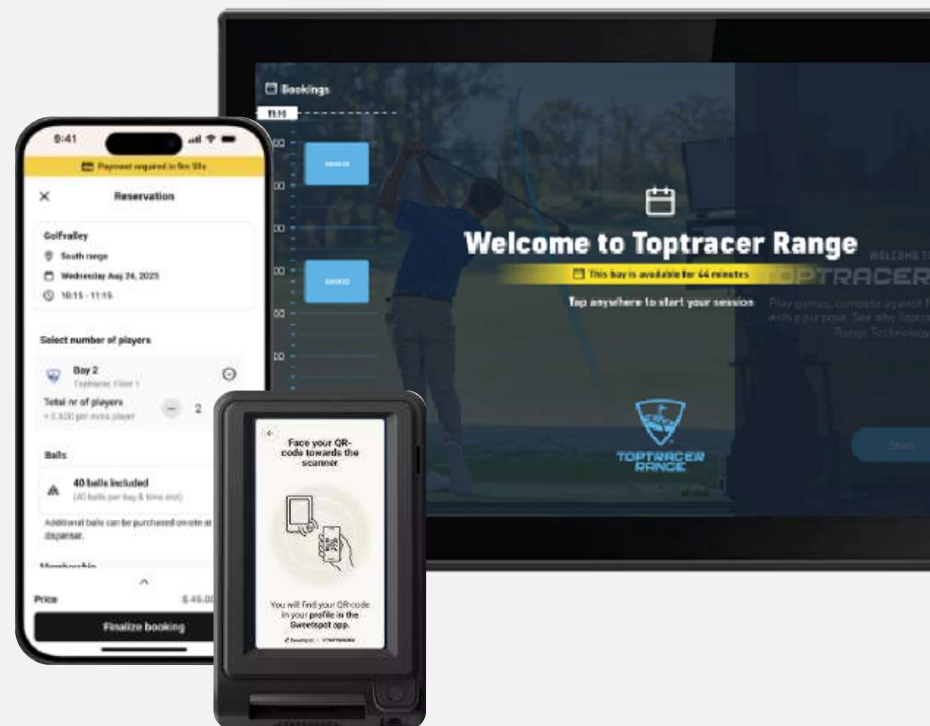
IN PARTNERSHIP WITH SWEETSPOT

Range Automation

Experience a seamlessly integrated player journey alongside new revenue opportunities.

HIGHLIGHTS

- **BOOKINGS & DROP INS** – cater to both online bookings & drop-in customers at you driving range
- **INTEGRATED BALL DISPENSER** – Includes a QR code scanner to identify bookings & other promotions
- **PRICING & PACKAGING** – Price your buckets, bays, and times based on historical ball consumption data

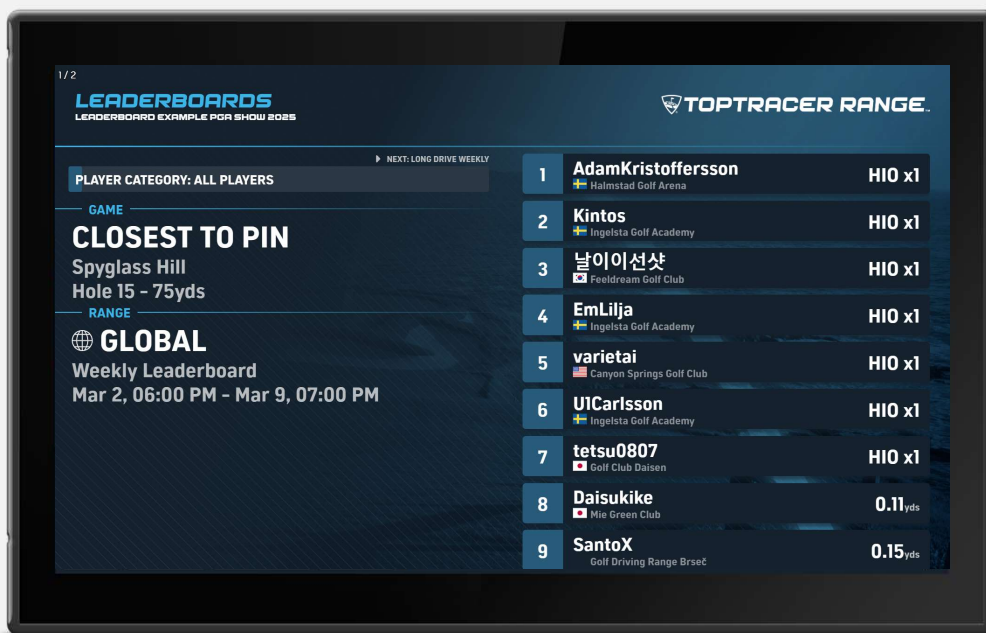


Event & Competition Capabilities

EVENT & COMPETITION CAPABILITIES

Leaderboards

Leaderboards are a great way to encourage golfers to compete with friends and other ranges around the world.



DID YOU KNOW?

The same displays and screens that show Toptracer Leaderboards, also have the capability to display images which is great opportunity for other marketing efforts



EVENT & COMPETITION CAPABILITIES

TRMS Events Management

PUBLISHING

Events can be published to the Toptracer Range app to be shared with players and opened for registration.*

MARKETING

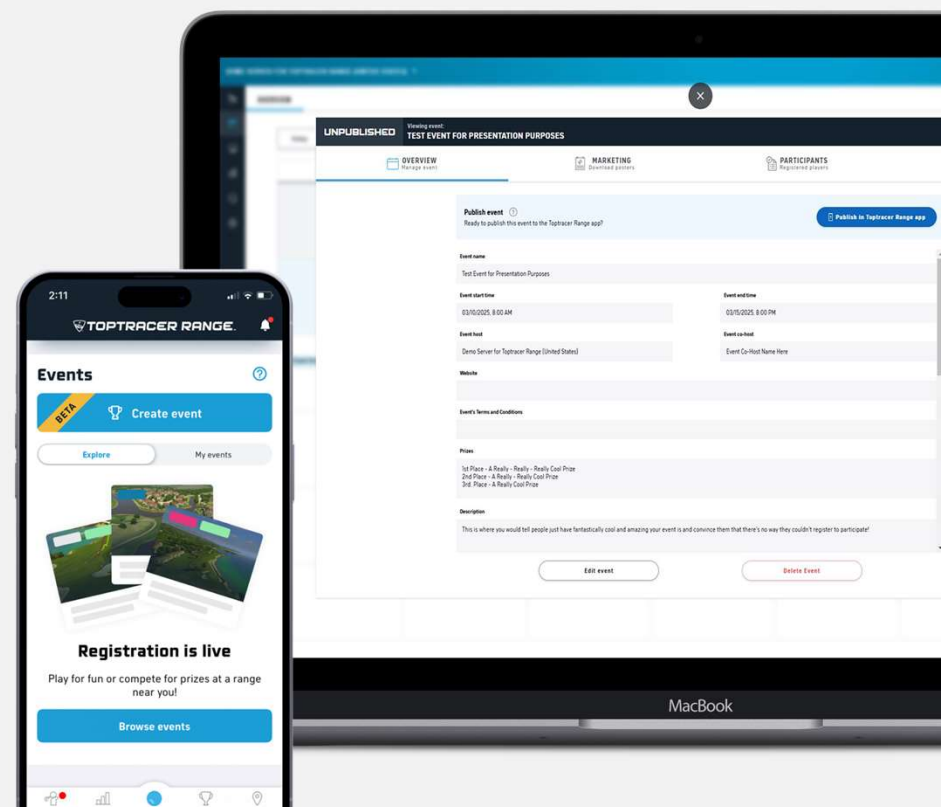
Effective marketing is crucial to attract players – a poster is autogenerated that you can customize with different themes and sizes based on where you want to share it.

PARTICIPANTS

Registered participants information is added to the event participant list. This page provides an overview of the demographics of your audience (e.g. gender, age, and skill level)

RESULTS

The results page offers you immediate access to comprehensive information on participant performance, including scores, profile name & rankings as soon as the event is over



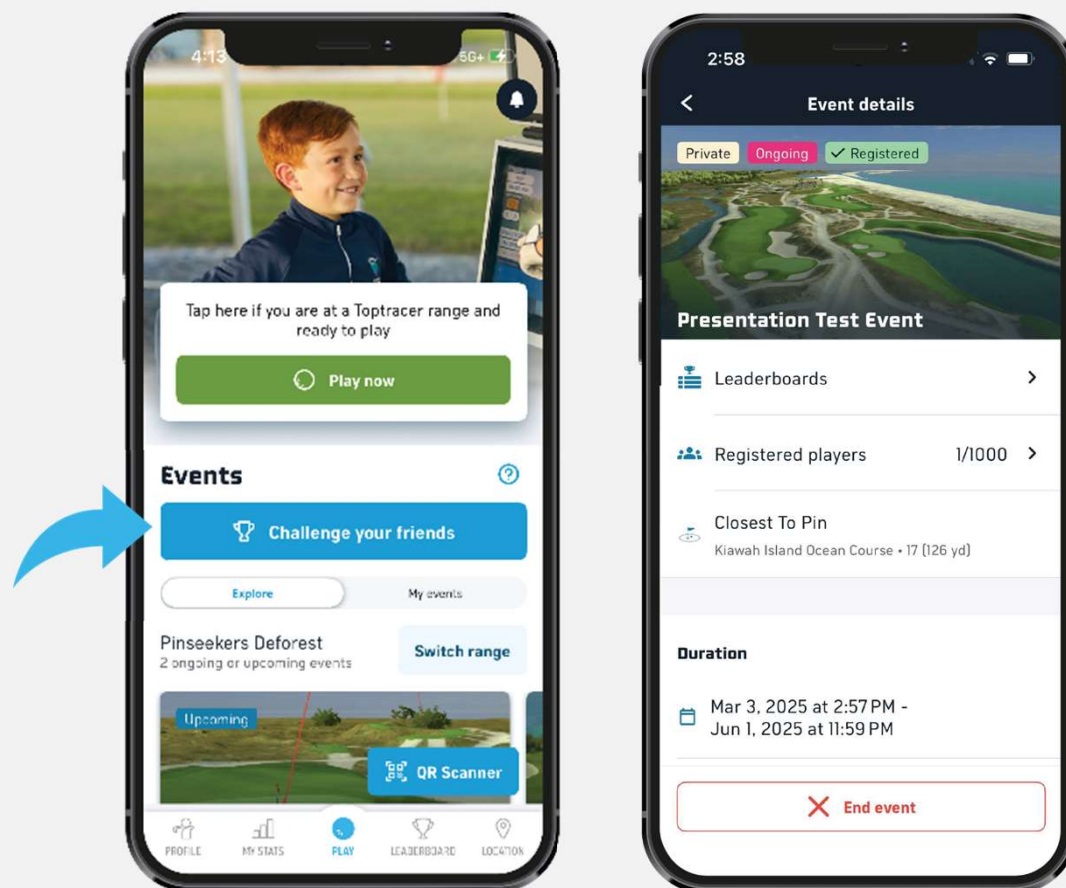
EVENT & COMPETITION CAPABILITIES

Private Events

With the Toptracer app, guests can create their own private contests to challenge friends and family. Scores are tallied on a leaderboard that only invited participants can see.

**SCAN THE QR CODE**

To show just how easy it is to register for a private event



WHY #1 Range Technology in Golf?

Brand Power... Business Advantage... Player Experiences...

WHY #1 Range Technology in Golf?

Brand Power

- Connection to Callaway offers unique incentives and ongoing development of other future programs surrounding the full family of brands.
- Technology is used in the Broadcast of the Majors, Solheim Cup, Ryder Cup, and the new TGL.
- Official range technology of The PGA of America, National Golf Course Owners Association, and Golf Range Association of America.
- Largest footprint of tech-enabled ranges powering 1000+ ranges globally in 38 countries, including St. Andrews, the home of golf, and Topgolf.
- Proud Supporter of PGA HOPE

WHY #1 Range Technology in Golf?

Business Advantage

- Camera-based technology is more accurate at determining angles. This is mostly noticeable in windy conditions.
- Targets are visible in the same sensor that tracks the ball. This allows for error cancellation, yielding very good landing position accuracy.
- Range outfield targets don't have to be connected to each other by underground cables, resulting in the least invasive installation, reducing the costs and downtime.
- Customer data can be shared via Toptracer Range Management System to track behaviors and utilize for target marketing strategies.
- Culture of creating integration partners to increase customer experience efficiency and drive higher profitability.
- The standard business model is lease vs. purchase, reducing capital expenditure costs. An optional negotiable revenue share programs to allow more financial flexibility based on changes to the business landscape.

WHY #1 Range Technology in Golf?

Player Experiences

- Largest number of experiences. Beyond practice modes and virtual courses, Topgolf style gamification will attract larger customer base.
- Proven data has shown Toptracer Tracing is 28% faster.
- Toptracer uses true 3D technology vs. 2.5D, which makes the graphical interface superior.
- Exclusive virtual home of the home of Golf, St. Andrews.
- Toptracer Coach provides instructors with improved visibility through remote access and more accountability with students through customized assignments and drills.
- Broadcast activation offers a one-of-a-kind experience similar to the Tour Pros on TV and elevate any golf tournament.

We're in this TOGETHER

We're kind of obsessed with doing all we can to help ensure the success of your range.
Our **PARTNERSHIP** continues way beyond install day.

Our Promises



PROJECT MANAGEMENT

We will be with you every step of the way, from site surveys to installation.



ACCOUNT MANAGEMENT

We will provide personalized support starting day one.



TECH SUPPORT

We will be available 24/7 to quickly resolve tech-related issues.



MARKETING SUPPORT

We will provide marketing and creative resources to help you promote Toptracer Range.



PRODUCT DEVELOPMENT

We will constantly innovate to ensure you have the best range product on the market.



TOPTRACER

Our Commitment to You

99%

The Toptracer system will deliver functional gameplay in all bays at the facility, with an uptime of at least 99%.

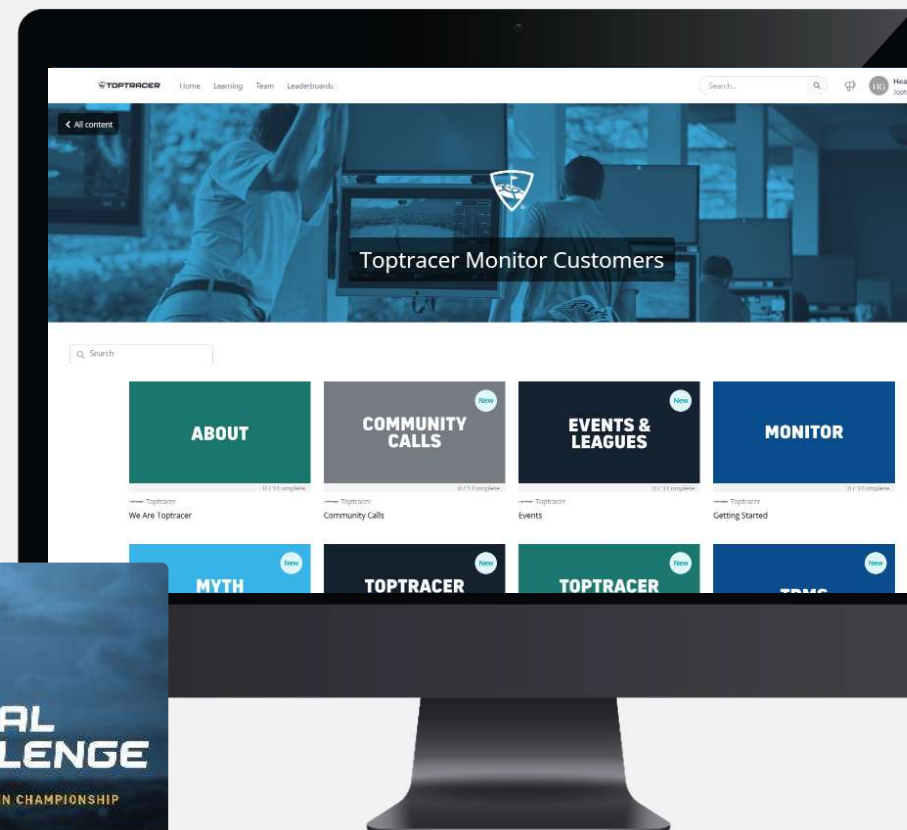
Best in Class Support

Our support doesn't end after installation day – we're with you every step of the way offering continued support.

Community Engagement & Continued Training

Stay connected and up-to-date with everything Toptracer through our quarterly community calls and the Toptracer Caddie training platform.

Knowledge is power. Keeping you informed and educated about all things Toptracer enables you to provide the best possible customer experience for your guests.



TRACIE
AWARDS

WHAT TOPTRACER OPERATORS ARE SAYING

TOPTRACER RANGE...

- 1 is a **competitive differentiator** within local market
- 2 increases **customer retention and frequency**
- 3 attracts a **wider demographic**
- 4 drives **customer engagement**
- 5 impacts **ancillary revenue streams**
- 6 attracts more **outside tournaments and events**
- 7 gives customers **more to do** on property

\$ ROI Analysis: The average return for our partners is an **overall 85%+ increase**, based on an increased number of buckets purchased, extended play time, number of visits from existing customers, and an influx of new customer traffic.

This does not include revenue increases partners often see from new F&B sales/service, private lessons, or special events such as seasonal leagues and tournaments.

Return on Your Investment

Toptracer Range requires zero cash upfront. We offer affordable monthly payment options, and ranges have shown **significant return on investment** – many in the first few months following installation.

Invest in Toptracer, and we invest in you! The sustained **success of your whole business is the driving force behind everything we do.**

100%

A 100% increase in revenue in the first year is quite common among our partner ranges.



PUBLIC **CASE STUDY**

Blue Sky Golf Course
Jacksonville, FL

Facility Profile

Public course in Northeast Florida near the beaches with 18 holes and a single-sided. Blue Sky features an updated Driving Range with Toptracer technology, offering day and night-time practice capabilities, plenty of fun including cornhole and more than 20 flat-screen TVs;

Experience Configuration

Toptracer was installed in April 2018 with 10 covered monitor bays.

Impact Highlights Since Opening

- 11,181,617 shots traced (avg of 2,236,323 per year)
- 79.237 total sessions (avg of 15,847 per year)
- The average session time is 83 minutes



DAILY FEE

CASE STUDY

Southern Dunes Golf & Country Club
Haines City, Florida

Facility Profile

Daily Fee course located in central florida close to Disney and Universal. Known for its challenging course and great greens, the course is a favorite of locals as well as visitors to the Orlando area.

Experience Configuration

In December 2022, Toptracer was installed on the range with a bar/restaurant. It has 8 covered monitor bays with a grass tee option, allowing for a mobile experience.

Impact Highlights Since Opening

- 828,257 shots traced (avg of 414,128 per year)
- 8,177 total sessions (avg of 4,088 per year)
- The average session time is 63 minutes
- ROI was 24 months
- 39% increase in food & beverage

TOPTRACER



PRIVATE

CASE STUDY

Hunters Run Country Club
Boynton Beach, Florida

Facility Profile

Private lifestyle club in southeast Florida with 54 holes and a double-sided range. Toptracer was installed on the front side of the range closest to the clubhouse in March 2024.

Experience Configuration

Installed 20 covered monitor bays and 10 mobile bays

Impact Highlights Since Opening

- 1,041,067 shots traced
- 17,503 total sessions
- The average session time is 62 minutes
- Club utilizes Toptracer experience as part of member guest
- Staff combines how to with lesson program

TOPTRACER



RESORT CASE STUDY

**Omni Orlando Championsgate
Orlando, Florida**

Facility Profile

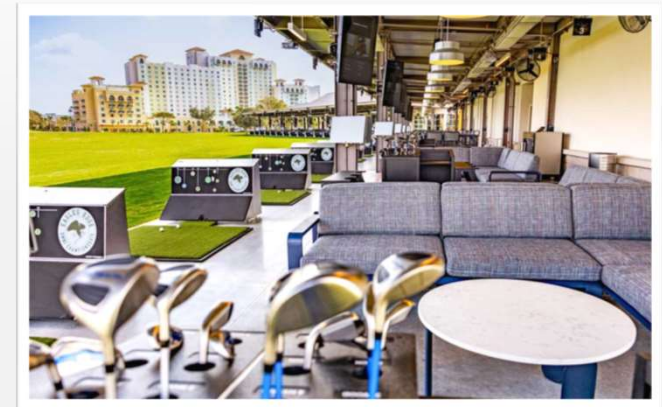
An upscale resort and convention center located in central Florida, close to Disney and Universal, the resort has 36 holes, a lighted par 3, and a Topgolf-style venue located on the hotel side of the range.

Experience Configuration

In March 2024, Toptracer was installed on the range with creating a Topgolf style venue with multiple bars, restaurant and private rooms. It has 30 covered monitor bays.

Impact Highlights Since Opening

- 937,999 shots traced
- 10,986 total sessions
- The average session time is 69 minutes



MILITARY CASE STUDY

The Courses at Andrews Joint Base Andrews, Maryland

Facility Profile

The Courses at Andrews is a 36-hole golf facility on Joint Base Andrews. The powered by Toptracer Range opened in July 2024

Experience Configuration

Installed 10 monitor bays with a pavilion by Cover the Tees. Total capital costs were \$350k. The projected ROI is 2 ½ years.

Impact Highlights Since Opening

- 33% increase in revenues in first four months
- 479,755 shots traced (82.6% utilization rate)
- 7,310 total sessions
- 56 minutes average session time
- Top 3 Game Modes, My Practice, Warmup, and Virtual Golf

TOPTRACER



NEXT STEPS



PROPOSAL

Client approval of range solution and pricing
Review pre-install responsibilities for technical requirements



SITE AUDIT

On-site range evaluation performed by Toptracer Solution Engineer to confirm install logistics
Power and data estimate provided by contractor



EXECUTE CONTRACT

Client accepts all terms and conditions
Digital signature submitted



PRE-INSTALL INFRASTRUCTURE

Client has completed all power and data requirements
All power, cables, and internet sources checked and verified by certified contractor



INSTALLATION COMPLETED

All essential hardware is installed by Toptracer
Cameras are calibrated to ensure accuracy
Club staff is trained on basic operations and capabilities

TOPTRACER

#1 RANGE TECHNOLOGY IN GOLF

VISIT OUR  YouTube CHANNEL

View our collection of videos for more Toptracer technology
features and partner testimonials.