





Contents

About Us.....	01
Smart Phone App.....	02
Golf Course Flyby.....	03
Golf Course Architects.....	04
PGA Tour Yardage Book.....	05
3D Yardage Book.....	06
Golf Graffix Yardage Book.....	07
Hybrid Yardage Book.....	08
Watershed Analysis.....	09
Golf Simulator.....	10
Cost Positive Products.....	11
Pricelist.....	12

About Pro Secrets

Pro Secrets have forged their reputation by creating peerless Tour yardage books, culminating in their acclaimed Presidents Cup book of 2011. Whilst Tour books will continue to be a focal point, Pro Secrets have also been developing club course guides unparalleled in the world of golf.

The challenge for Pro Secrets was to create yardage books that are simple enough for the amateur golfer to use but yet beneficial enough to be worth using. They needed to have the attention to detail only Pro Secrets can provide and at the same time be aesthetically pleasing to those that simply want a great souvenir. Pro Secrets aim was produce books that will be treasured mementos of the golfers' experience at the course whilst also helping them successfully navigate the courses obstacles: A book not to be discarded.

It is only recently that technology has caught up with imagination and provided Pro Secrets with the platform to deliver such a product. This wonderful new technology has also allowed for a quantum leap forward in visual golf products and has led to the forging of an exciting new partnership between Golf Graffix (Ireland) and Pro Secrets, both leaders in their respective fields of digital golf products.

The result is not only a series of remarkable yardage book options but also digital, hole flyby's (as seen on television) and a smartphone app that will put your golf club in the members pocket. This is truly golf club servicing and marketing for the digital age.



The future starts here.....

GPS Distance Measurer

Course Directions

Course Guide

RSS Feed

Push Notifications

Brand Enhancing



E-Newsletter

Scoring

Social Media Integration

Flyover

Weather

Customer Interaction

Smart Phone App

*See it in action
Download the Glenelg GC App from the App store

Pro Secrets are very excited to introduce a 'multi-platform' Smart Phone App designed and tailored specifically for your club. It connects and interacts unlike anything seen previously, putting your golf club in the pocket of your members and guests.

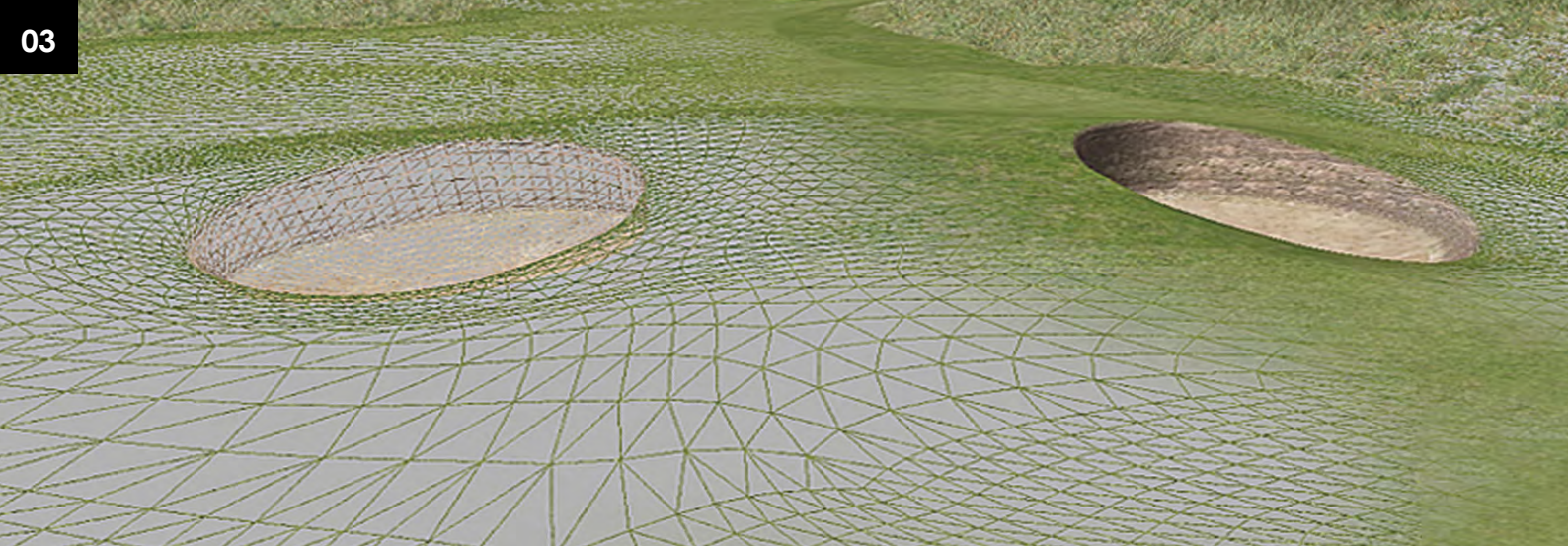
The ground breaking 'push notification system' delivers your latest club news and the results for any event (complete with 'real time' event leader board feature). This system can also keep the members and

guests up-to-date on any pro-shop or club specials at the push of a button.

This free download from the App store gives anyone playing your course a free state-of-the-art GPS course guide and flybys of every hole. We can even link to your mobile website, integrating existing features such as your tee time booking sheet right from within the App.



This amazing App will service your golf club for the digital age of today and prepare your membership for the possibilities of tomorrow.



Golf Course Architects

Pro Secrets can assist course designers at any stage of the design process by providing an opportunity for investors, clients or members to see how a finished hole, or indeed an entire course will look prior to a single sod being turned. With our background in CAD design, we can easily take all forms of 2D & 3D CAD drawings and convert them into high resolution, visually stunning media.

3D Visualisation

3D Flybys are a proven tool for showcasing design plans. Our 3D Golf Flybys are produced in full HD at 30 frames per second and offer smooth realistic graphics.

Flybys

We've all seen a flyover of a golf hole during a televised golf broadcast, now, your golf course can also enjoy these amazing animated graphics. By adding distances, arrows indicating the green terrain and sponsorship boards, we give you a cost positive product that enhances the brand of your golf club. These graphics will be used for your website Course Tour, Smart Phone App, GPS and Course Simulator.

View a sample plugin used on your golf club website.
(<http://www.prosecrets.com.au/flyover.php>)





November 15-20, 2011
THE ROYAL MELBOURNE GOLF CLUB
MELBOURNE, VICTORIA,
AUSTRALIA



THE ROYAL MELBOURNE GOLF CLUB

PLAYERS YARDAGE BOOK

Meters



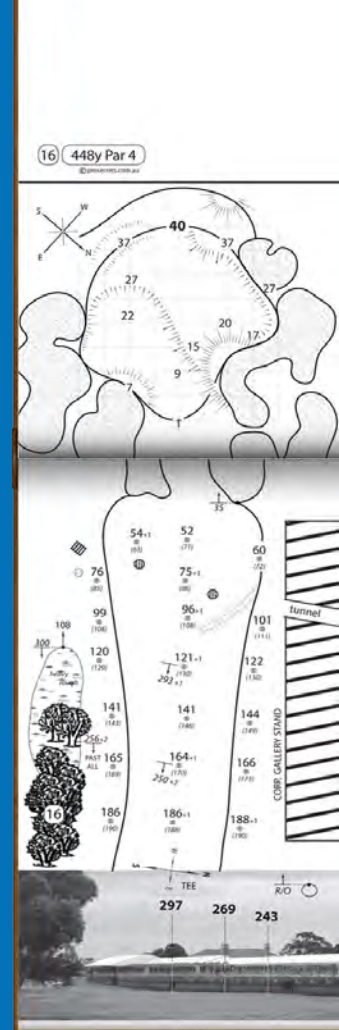
More information visit <http://prosecrets.com.au/PGA-Tour-yardage-books.php>

PGA Tour Yardage Book

It was the Pro Secrets yardage book that was chosen above all others by the USPGA Tour for use by both teams and hundreds of media outlets at the 2011 President's Cup at Royal Melbourne Golf Club.

Features

1. Out-of-scale layout
2. Intense detail for off the tee and in-to-green measurement
3. Slope indication
4. Ladies-tee file provided FOC
5. Tee and fairway compasses for wind direction
6. Tee photos for clarity
7. Source files provided
8. 8 blank pages and 10 half pages available for hole tips and/or advertising
9. Set up as a 2D resource
10. B&W for simplicity and cost-effective production
11. Great resource for official course measurement and rating
12. Accurate to 0.5m
13. Pro Secrets unique slope brushes





3D Yardage Book

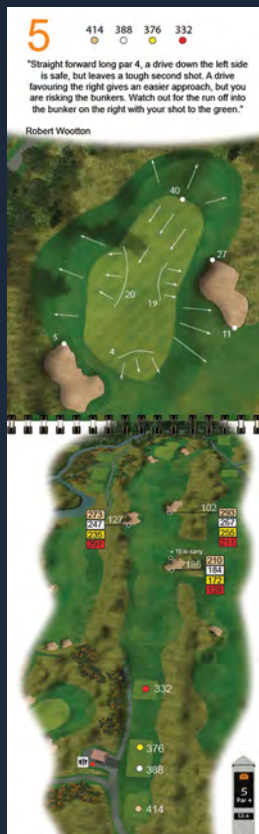
No longer just a memento, we've created a graphically rich yardage book that includes PGA Tour data.

Features

1. Out-of-scale layout as per regular Tour book
2. Measurement off every tee
3. Slope indication
4. Compasses for wind direction
5. Tee photos for blind tee shots
6. Source files provided
7. Space available for hole tips and/or advertising
8. Set up as a 3D resource
9. Full colour enhanced graphics
10. Great resource for official course measurement and rating
11. Accurate to 0.5m
12. Pro Secrets visually engaging contour shading



Golf Graffix Yardage Books



Option 1
Full 3D imagery spread across two pages. Top page gives hole details with a pro tip and a green image with slope and carry measurement. Lower page gives an oblique view of the hole with distances to all major features and carries.



Option 2
Full 3D imagery on one page with an oblique view of the hole with distances to all major features and carries. Also includes an insert of the green with all relevant carries.



PGA Tour Hybrid Yardage Book

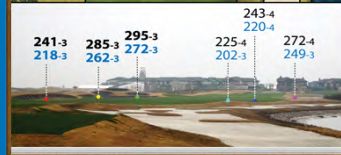
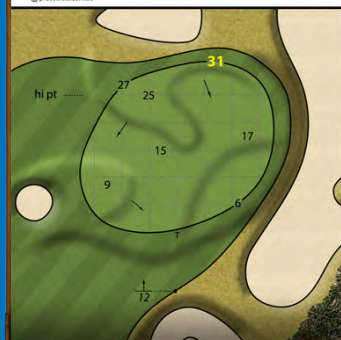
Our Tour Hybrid yardage book is a balance between the 'visual mania' of the Tour book and the functionality of a coloured, toned-down yardage book.

Features

1. Out-of-scale layout as per regular Tour book
2. Intense detail for off the tee and in-to-green measurement
3. Slope indication
4. Ladies-tee file provided FOC
5. Fairway compass for wind direction
6. Tee photos for clarity
7. Source files provided
8. 8 blank pages and 10 half pages available for hole tips and/or advertising
9. Set up as a 3D source file
10. Colour rendering to enhance the visual experience
11. Provides a great resource for official course measurement and rating
12. Accurate to 0.5m
13. Pro Secrets visually engaging contour shading

9 443m Par 4

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Watershed Analysis

Attention Superintendents!

So complete is Pro Secrets mapping of the course and associated contour data, we are able to provide a watershed analysis of the course. A watershed analysis is instrumental in allowing the green staff to best utilise run off, gathering areas and future course development. Best of all it's included in any flyover bundle! Thousands of dollars in saving!

What's Ahead?

Superintendents have always had to 'feel' their way through the growth of a course, the fertilization, the timing of the seasons and sadly it can all be hit and miss. Pro Secrets, in association with Golf Grafix is using the terrain data to create an optical impression of the course. This never-before-seen advance in technology will allow a superintendent to seed, water, scarify and work the course on a day to day schedule, driven by the most powerful software in golf. Pro Secrets never sleeps!





"Golf Launchpad is the most exciting product for the golf enthusiast I've seen in my 30 years of teaching."

Dean Reinmuth

Dean Reinmuth is a world-renowned golf coach, his students have included Phil Mickelson, Rory Sabbatini... [\(more\)](#)



Golf Course Simulator

You don't need to spend up to \$20,000 like other simulator software. With Golf Launchpad, your members and guests can experience swing analytics only tour pros could once enjoy.

Get you members and guests talking by providing an amazing user experience with this highly sophisticated product!

*Available for golf clubs, members and guests to purchase at \$700.00AUD

All of our courses are fully playable as a home simulation, either on a standard PC or with real clubs with Golf Launchpad.

Golf Launchpad Tour is a state-of-the-art golf simulator that offers world-class golf simulation, swing-analysis and the opportunity to play on any course created by GolfGrafix/Pro Secrets. Play ultra-realistic golf with your own clubs for the ultimate in feel and precision.

Golf Launchpad Tour is precision-engineered golf simulator built with high speed optical sensors, a regulation DuPont Surlyn golf ball, and an ingenious micro capture net. Golf Launchpad Tour is the only home golf simulator that provides authentic feel, sound and accuracy from driving to putting without big simulator cost and space requirements.

With its RealPhysics™ processing engine, enhanced optics, a new compact design and PC + MAC + PS3 compatibility out-of-the-box, Golf Launchpad Tour takes home golf simulation to beyond what the big simulators can offer!

Our Products Are Cost Positive

Pro Secrets uses an optional advertising component that can be integrated through all our products where your golf club determines the price and time frame for exposure received. Within a short time frame our products will start making your club money.

Technology is moving at a fast pace. Now is the time to get on board and have a 2020 vision!

Increase Your Golf Club Revenue

- For a annual fee Pro Secrets gives you the Yardage book source files with space allocated on every page for company logo's and contact information.
- Pro Secrets allows you to customise each yardage book cover, adding a personal touch to any corporate golf day.
- Pro Secrets allows you to print yardage books in-house providing the opportunity for smaller print runs so corporate golf days and signature events can have customised sponsored information.
- For a nominal fee Pro Secrets gives you an option to use our graphic designers to add sponsored information.
- Pro Secrets can embed corporate logo's into the golf course flyby providing exposure to your hole sponsors. These can be utilised on the Golf Club Website, YouTube Channel, Facebook page and within the Smart Phone App.
- Your club determines the price for advertising using our entire product range.

Price List

*Any combination available

Packages	9 Holes	18 Holes	27 Holes	36 Holes
*FLYBY SMART PHONE APP ANY PS YARDAGE BOOK.....	\$8,330.00	\$11,900.00	\$16,660.00	\$20,250.00
*FLYBY SMART PHONE APP YARDAGE BOOK 1.....	\$7,630.00	\$10,900.00	\$15,260.00	\$18,530.00
*FLYBY SMART PHONE APP YARDAGE BOOK 2.....	\$7,420.00	\$10,600.00	\$14,840.00	\$18,020.00
*FLYBY SMART PHONE APP.....	\$6,930.00	\$9,900.00	\$13,860.00	\$16,830.00
FLYBY ALONE.....	\$4,830.00	\$6,900.00	\$9,660.00	\$11,730.00
SMART PHONE APP..... Stand Alone - Google Earth Flyover Used	\$3,710.00	\$5,300.00	\$7,420.00	\$9,010.00

Enhanced 3D animated graphics included only when 'Flyby' is purchased, otherwise Google Earth Flyover is used.

*Packages come with simulator software to play on PC, PS3 or Mac.
Can be integrated with Golf Launch Pad with swing analysis features for an extra \$700.00.

Stand Alone Yardage Books

3D ENHANCED YARDAGE BOOK.....	\$2,880.00	\$4,800.00	\$6,480.00	\$8,160.00
PGA TOUR YARDAGE BOOK.....	\$2,520.00	\$4,200.00	\$5,670.00	\$7,140.00
HYBRID PGA TOUR YARDAGE BOOK.....	\$2,880.00	\$4,800.00	\$6,480.00	\$8,160.00
*ADD PGA TOUR YARDAGE BOOK TO 3D OR HYBRID.....	\$720.00	\$1,200.00	\$1,620.00	\$2,040.00

*All prices exclude terrain data | Add \$0 - \$1,500.00 per course where applicable
All prices exclude GST

