



FOR IMMEDIATE RELEASE

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### **Laser Rangefinder Usage Outpaces GPS Usage by a 14-1 Margin at the Wisconsin State Open Championship**

MADISON, WI – At the recently held Wisconsin State Open Championship, the Wisconsin Golf Salespersons Association held its annual first tee equipment survey. The survey is similar to the one conducted each week to assess equipment usage on the PGA Tour®. It includes questions regarding the make and model of the equipment a player will use for their round, and this year an electronic measuring device (EMD) category was included. The results showed that the overwhelming choice of the tournament participants was laser rangefinders. The numbers came in as follows:

Of the 156 participants, a total of 135 used an EMD while 21 others relied on course markings for their measurements. Of the 135 participants that used an EMD, a whopping 126 used a laser rangefinder, while only 9 used a portable GPS. In percentage terms, this works out to (percents have been rounded to the nearest whole percentage):

- 81% of participants used a laser rangefinder
- 13% of participants used course markings
- 6% of participants used handheld GPS

“The results are not surprising to us, as they are basically the same as the results from the Wisconsin State Amateur Championship,” said Rob O’Loughlin, president of Laser Link Golf. “This is perfect timing for these survey results to be released. Recently, one of the GPS companies manipulated some data to make untrue claims about accuracy, with the hopes of confusing consumers. But, when you ask golfers who rely on accuracy and reliability what they choose, the results are overwhelmingly in favor of laser rangefinders. Regardless of how you bend the information to fit your cause, in the end, the facts don’t lie.”

The Wisconsin State Open Championship is operated and managed by the Wisconsin PGA, and was held August 15<sup>th</sup> –17<sup>th</sup> at Blackwolf Run in Kohler, WI.

## About Laser Link Golf

Laser Link Golf is the producer of the Laser Link Distance System, the revolutionary distance measurement system designed specifically for golf. The laser-based system utilizes two components – a handheld laser rangefinder and a flagstick-based reflector – to determine the exact distance to the flagstick. Laser Link Golf products include the popular **QuickShot™** rangefinder, the **Red Hot** rangefinder, the **SmartStick™** reflector system, and the **Smarty™** flagstick reflector. The System is designed to speed up play and add enjoyment to the game. It is in use at more than 2,900 private clubs around the country, and several more daily fee courses. New this year is the **CartLink System** – the affordable cart-mounted GPS alternative that golf courses can install without breaking the budget. Laser Link Golf is based in Madison, WI, and is owned and operated by many of the same individuals that started SoftSpikes®. They are involved in Laser Link Golf for the same reason they got involved in SoftSpikes® – both are good for the game!

[www.laserlinkgolf.com](http://www.laserlinkgolf.com)

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