



HI-TECH VIDEO AUSTRALIA PTY LTD

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Revolutionising Video Presentations

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GOLF STARS HOME DELIVERED:

How would you like Greg Norman to visit your home and teach you how to hit a driver?

Maybe you'd prefer to have Tom Watson personally advise you on those long irons?

Or you need Ben Crenshaw to tell you how to hole those three-footers?

Having Norman, Watson or Crenshaw visit your home for a personal golf lesson may sound like fantasy. It may also sound very expensive.

But it could happen, thanks to the wonders of digital technology and a new system being devised in Australia.

Created by Hi-Tech Video, and with support from former British Open champion Ian Baker-Finch, the system, in simple terms, enables the world's leading golfers to personally assess your golf swing, and talk to you through your television screen and, hopefully, improve your game. Keeping technicalities out of it for the moment, the system works like this,

1. Your swing is recorded on video, ideally by your local professional.
2. Your name is then also recorded into the system, as is the professional from whom you'd like advice.
3. All this information is then relayed to a data base, which may be around the corner or on the other side of the world. Your swing is then compared with that of your chosen professional. Their movements and thoughts have already been stored in the data base.
4. Using the professional's voice, the system compares swings and bio-mechanics, and tells you such things as where you are going wrong, what you're doing right, and can even advise on your golf equipment. Using a speech synthesiser, the professional's voice can be copied to regularly refer to the person by name, thereby personalising the golf lesson.

This new system, called Personalised Instruction Aid (PIA), has two enormous advantages over current golf instructional videos as we know them today.

First, all videos on the market today leave it up to you to decide where the fault lies in your golf swing. Through PIA, your faults are pointed out to you, both verbally and in moving pictures, on tape, disc or sent through Interactive TV.

Second, the system is personalised. Imagine what your friends will think when Tom Watson says: "That's a much better follow through, Richard. Your hands are high and your weight-transference is perfect, Richard."

PIA has been created by Rick Baker, a multimedia expert and, himself, a golf professional, with the assistance of Bond University, on Queensland's Gold Coast.

So impressed was Ian Baker-Finch with Rick's system, that he took out a partnership in the company, Hi-Tech Video.

Rick says the system is not only set to change video instruction, but people's ideas of what the Information Superhighway may be able to offer, and that golf is just one of the numerous applications his company is developing, and not just in the area of sport.