

## **Golf VX: Swinging into the Spotlight at 2024 PGA Show!**

### **FOR IMMEDIATE RELEASE**

**Northbrook, Illinois – [Date]** – Prepare to be captivated as Golf VX takes center stage at the 2024 PGA Trade Show, unveiling groundbreaking innovations set to redefine the indoor golf experience. As the U.S. division of Kakao VX, Golf VX is poised to introduce Kakao's golf simulator technology to the American market, having already captivated over 2 million users worldwide. Visit booth #1807 to witness revolutionary features that will redefine the golfing experience for enthusiasts of all levels.

#### **Innovative Product Showcase:**

- **Dynamic Swing Plate:** Elevate your virtual rounds of golf with our 'crazy' moving swing plate, providing a lifelike feel and varied landscapes on specialized mats that mimic real-world golf terrains.
- **Auto-Tee Ball System:** Seamless play is guaranteed with our efficient ball retrieval system, enhancing the overall experience.
- **Short Game:** Customize wind conditions, practice variable green speeds, refine chip shots from our bunker and rough mats, and tackle uneven lies to prepare for any course variable.
- **A.I. Swing Analysis:** Our software technology meticulously tracks every aspect of your swing, including weight transfer, via camera. The advanced A.I. software identifies areas for improvement and sends tailored training videos to enhance your skills.
- **Live Tournaments:** Introducing an interactive gameplay mode that allows users to compete online against friends and players worldwide on Golf VX simulators. Create your own golf league or join tournaments, tracking scores and global rankings on the live Golf VX leaderboard.

"I founded Golf VX with a passion for growing the game of golf through technology," says Kyu Choi, CEO of Golf VX. "Our commitment to excellence is evident in our innovative products, providing golf enthusiasts of all levels with exceptional and memorable experiences."

Additionally, Golf VX will unveil new prototypes at the show, showcasing enhancements such as improved graphics, new training mode features, and newly added virtual courses. These innovations underscore Golf VX's dedication to pushing the boundaries of golf simulation technology.

**About Golf VX:** Established in 2022 as the U.S. division of Kakao VX, Golf VX is making significant strides in the field of indoor golf simulation, actively contributing to the ongoing innovation in this space. Aligned with Kakao VX's global mission to make golf accessible to all, Golf VX is guided by a dedicated team of golf enthusiasts who are steadfast in their commitment to delivering exceptional experiences. With a primary goal of reshaping the indoor golf landscape, we aspire to achieve this by seamlessly integrating state-of-the-art technology with an unwavering and profound passion for the game.

**About PGA Golf Exhibitions:** The PGA Show, PGA Buying & Education Summit, organized by PGA Golf Exhibitions (part of RX) and the PGA of America, is the largest annual business event for the global golf industry. The PGA Show Buying & Education Summit connects the industry mid-season and drives business leading up to the annual PGA Show. Learn more at [PGAShow.com](http://PGAShow.com) and follow on “X”, Instagram, and Facebook.

**About the PGA of America:** The PGA of America is one of the world’s largest sports organizations, composed of more than 29,000 PGA of America Golf Professionals. These professionals love the game, are expert coaches, operators, and business leaders, working daily to drive interest and participation in the sport. The PGA of America owns and operates numerous championships and events, including major championships for men, women, seniors, and the Ryder Cup. For more information, visit [PGA.com](http://PGA.com) and follow on X, Instagram, and Facebook.

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