



# TOURPUTT

## TOURPUTT TO EXHIBIT AT PGA SHOW | JAN. 25-27, 2023

**Suwon-si, Gyeonggi-do, Republic of Korea - VRotein Inc.**, announced on January 16, 2023 that it will be participating in the 2023 PGA Show in Orlando from January 24-27. It plans to globally launch [TOURPUTT](#), a putting simulator developed in collaboration with [CHOI JONG HWAN PUTTING ACADEMY](#).

### [PGA SHOW 2023 – Exhibitor Stand #2025](#)

TOURPUTT is a putting simulator developed with domestic South Korean technology, displaying various training elements on a green with projectors. A sensor tracks the ball on the green and collects putting data. Coach Jong-hwan Choi used it to coach professional golfers, analyzing success rates by using breaking lines and distance and tracking speed trends.

VRotein will introduce TOURPUTT through a special seminar hosted by putting coach Jong-hwan Choi as well as through product demonstrations by professionals at the PGA Show.

Chan-ki Kim, CEO of VRotein Inc., has accumulated experience in publishing, incubating, and content planning in the game industry for about 20 years. In 2012, he established VRotein Inc. a VR/AR contents startup, developed VR/AR related technologies and secured numerous patents. Based on this technology, he developed TOURPUTT with LPGA putting coach Choi Jong-hwan. It is currently being used for coaching many LPGA, KPGA, and KLPGA pros.

He said, “TOURPUTT is a product that can be intuitively trained with elements displayed on the green. Many professional users have already brought home trophies.”

The PGA Show, organized by the PGA of America and PGA Golf Exhibitions, will reunite the golf industry for the 70<sup>th</sup> edition of golf’s longest running and largest global business gathering. Thousands of attending PGA Professionals, golf leaders, industry executives and retailers from around the world will source new products from some 800 golf and lifestyle brands while attending high-level industry presentations, participating in education and career workshops, and connecting in person with peers and golf leaders to drive continued growth of the sport and the business of golf.

## **About VRotein Inc.**

VRotein Inc. is developer of TOURPUTT, state-of-the-art putting simulator. With world-class putting coach Choi Jong-hwan, VRotein Inc. planned to launch products for golf putting lessons, resulting in the current TOURPUTT that combines AR, Big data, and AI deep-learning. Officially launched at the Maekyung Golf Expo at Seoul in May 2022 after a prototype in 2020, TOURPUTT has been installed at about 50 golf driving ranges and academies nationwide, and has also begun to spread to the world, starting with Japan and Singapore.

VRotein Inc. established as VR/AR content development company in 2012. In the early days it developed own VR content, winning two Unity Awards and ranking first in the popularity ranking of VR games on Steam. Afterwards, it developed the technologies needed to implement VR/AR contents, launched a VR content supply platform business, and collaborated with Lotte World, KT and LG U+.

## **About PGA Golf Exhibitions**

The PGA Show, PGA Buying & Education Summit and PGA Show Connects are organized by PGA Golf Exhibitions (part of RX) and the PGA of America. Since its inception in 1954, the PGA Show has grown into the largest annual business event for the global golf industry. Regional PGA Show Buying & Education Summits and the PGA Show Connects digital platform connect the industry year-round and drive business leading up to the annual PGA Show. Learn more at [PGAShow.com](http://PGAShow.com) and follow us on Twitter, Instagram and Facebook.

## **About the PGA of America**

The PGA of America is one of the world's largest sports organizations, composed of nearly 28,000 PGA Professionals who work daily to grow interest and inclusion in the game of golf. For more information about the PGA of America, visit [PGA.com](http://PGA.com) and follow us on Twitter, Instagram and Facebook.

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