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CONTACTS:

Johnathan McGinty, Trestle Collective, johnathan@trestlecollective.com

Chris Reimer, President, CR PR Group, Reimer@CRPRGroup.com

New graphics engine highlights updates for aboutGOLF

Company will be at Booth 3443 at PGA Merchandise Show

MAUMEE, OHIO – Officials at aboutGOLF today announced the launch of an enhanced suite of graphics thanks to Overdrive, a new graphics engine powered by Unreal Engine, the world’s most open and advanced real-time 3D creation tool. The company will be offering demonstrations of its simulator products featuring the new Overdrive package of graphic enhancements at the PGA Merchandise Show in Orlando, Fl. from Jan. 25-27.

The aboutGOLF team will be at Booth 3443 on the show floor and will host a closest-to-the-pin contest for interested members of the media throughout the three days of the conference. The winner will receive a wireless BOSE speaker.

Renowned golf instructor Travis Fulton, an ambassador for aboutGOLF, also will be on site to engage with visitors to the booth.

aboutGOLF has long been on the cutting-edge of technology in the golf world, earning an Innovation Award from CES and being named to *Golf Digest’s* prestigious Editors’ Choice list. Overdrive is the company’s latest step in its ongoing pursuit of providing the most realistic and engaging simulator experience for its fans.

“Overdrive will take the user experience for our award-winning golf simulator to the next level, delivering realistic and immersive graphics of some of the most well-known golf courses right into the homes and businesses of our customers,” said Ken Kamada, CEO of aboutGOLF.

This latest infusion of graphic updates allows for greater golf course detail than ever before, relying on enhanced features like modeling, world partition, asset optimization and new landscape and terrain tools.

Thanks to this technological upgrade, entire golf courses will now be high resolution, revealing even more realistic details that allows for an enhanced user experience. Included in Overdrive are significantly advanced graphics that bring renowned golf courses like Pebble Beach, St. Andrews and Kiawah Island’s Ocean Course to life.



Closest-To-The-Pin Information

Media attending the PGA Merchandise Show and interested in participating in the closest-to-the-pin challenge should contact Johnathan McGinty at johnathan@trestlecollective.com to schedule an appointment.

Media Kit

[Media can access imagery of the new Overdrive graphics suite by clicking here.](#)

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aG's premise is that Modern Golf should be played anytime, anywhere, and by anyone. Our software analyzes data to improve your game. Our golf and entertainment experience bring you the unimaginable. Most importantly, our platform connects you with others—because together is better and the future of golf.

Additional Resources: [Download the app here](#) for iOS and Android / <https://www.aboutgolf.com>