

# Opening New Horizons in the Global Golf Items Market

**Established in 2017, RNDUS Co.,Ltd. is a specialist in golf rangefinders, opening new horizons in the global golf items market**

**Could you introduce your company to us briefly?**

[INQ. NO. 2105E03] I started a business in 2017 with a co-worker upon sensing a fascination with rangefinders, the result of technological integration in the field of IT golf items, and utilizing a few years of experience with in-house ventures in golfzone distribution.

RNDUS is an abbreviation of “RND with US,” which means “Let’s do RND with us.”

Despite a small number of staffs, I could fortunately make a venture registration and establish a research institute, suggesting a new vision in golf goods markets both in Korea and overseas markets.

**Please tell us about your company’s key export item and its major features**

Our key export item is the golf rangefinder CaddyTalk Minimi. This product calculates the distance through the time taken in receiving a laser signal that returns after hitting the target.

What’s more, we hold a patent on slope function that indicates the difference of altitude in a golf course’s landscape and the calculated distance of a golf ball’s trajectory; and we hold a patent on the environment slope that reflects altitude, temperature, and humidity, respectively.

With an emphasis on three major factors — design, size, and lightening — we realized the same size as a credit card (9.2\*5.8cm) and a weight of 135g.

That product supplies the accurately measured distance information upon swiftly sensing the target through the adoption of the HD horizontal laser method — the first in the related products

field. CaddyTalk Minimi has won a 2020 IF Design Award in the sections of sports and outdoors last year.

**Do you have a special message for your potential overseas buyers?**

We plan to make ceaseless efforts to develop and release more IT-based golf items — under our company’s business motto, “Contributing more than ever to the popularization of golf.”

As part of our plans, we are developing some new products such as a putting trainer, a swing analyzer, etc., bolstered by our existing flagship product golf rangefinder CaddyTalk Minimi.

Based on such efforts, we aim to advance as a global brand through exporting our products to any region where a golf market exists including Korea, the Americas, Japan, Australia, Europe, etc.



CEO Jung Kyu-shik

• **RNDUS Co., Ltd.**

5F, 7, Baekjegobun-ro 9-gil, Songpa-gu,

Seoul, Republic of Korea

Tel : (82-70)4010-7287

E-mail : andychoi@rndus.co.kr

Website : <http://caddytalk.co.kr/caddytalk-minimi-en>

