

# Turning Technology Vision Into Reality

MIA Sports Technology is at the forefront of coaching and club-fitting studios, offering the latest game analysis products and complete studio installations

"I wish I had two!" That was the response of Ballarat Golf Club Head Professional Dominic Azzopardi, when asked for his thoughts by the Australian PGA Magazine on his recently installed MIA Sports Technology indoor teaching and club fitting studio.

Azzopardi is the first PGA member in Australia to have one of MIA's all-in-one coaching and club fitting studios completed at his club, and he says in just a matter of weeks since opening, business has jumped sharply.

"Honestly, with the interest we've had we're struggling to keep up with the demand," he says. "The set-up is so good, and so professional, it's been a revelation. "I think it has been the best business decision I've made since I moved here to Ballarat in 2008."

MIA Sports Technology's first Australian studio installed in 2012 marked a dramatic five-year journey. What started in 2007 as a hobby pursuit operating out two garages in Huddersfield and Sheffield, has rapidly grown to a global multi-million pound

business servicing over 1,000 customers across five continents from its Huddersfield HQ. Central to the company's success story has been the ability to offer its customers a market-leading portfolio of coaching and club fitting technology brands, backed by high levels of service, training and on-going support. More recently, the evolution of a custom solution design service has seen the integration of these leading brand names into full state-of-the-art tech studios where the service provided includes comprehensive design and installation, covering every aspect: flooring, lighting and information technology. In 2013, MIA Sports Technology has a proven record of turning a customer's vision into profit making reality.

## TechExcellence - A Showcase Of The Very Highest Standard

TechExcellence is the showcase for the company's studio design business, MIA Sports Solutions. It

was specifically designed in response to the growing demands of a rapidly evolving marketplace that needs to deploy advanced and fully integrated teaching and club fitting technologies into their business. The vision was to create an industry driven facility that showcases not only the very best product brands, but critically, deploys them into a fully integrated solution that professionally demonstrates the very best in design, efficiency and profitability. Within TechExcellence there are three key areas:

**MIA Performance:** delivers a full swing experience like no other. State-of-the-art video, lighting, computer technology and high frame rate cameras combined with a stunning interior design.

**MIA Putting:** highlights an area of significant potential for retailers and golf professionals; putter evaluation and assessment. A dedicated putting studio is a rare luxury but this dedicated facility provokes ambitious thoughts about

just what can be achieved.

**MIA Training:** occupies an inspirational position overlooking both the Performance and Putting studios. Equipped with high speed fibre internet and full audio-visual set-up, it is perfectly suited for sales stock rooms, corporate training and golf experience days.

MIA Sports Solutions is offering a new age of training experiences at TechExcellence, incorporating high-end technologies and standards for which the company has become known. Training includes two levels of training for FlightScope, covering teaching, club fitting and marketing. With social media taking a firm hold on the advertising and marketing sector, the V1 Branded Academy training shows professionals how to maximize exposure with little to no cost.

Other training experience includes SAM PuttLab/Balance Lab and Swinguru training. These thought provoking, intensive courses enhance the professional's knowledge base and ensure an improved customer experience.

## An Industry Leading Technology Portfolio

**FlightScope:** FlightScope X2 is the next generation 3D

Lights, camera, action: MIA Sports Technology's brand new TechExcellence studio



club and ball tracking radar. X2 has full wireless capability allowing direct connection to a PC smart phone or mobile device, including both Apple and Android platforms.

**V1 Pro:** The number one video analysis software in sports. V1 Pro 2010 has all you need built right in and makes capturing videos and delivering online lessons easier than ever.

**Science&Motion:** Science&Motion is a company that studies human movements. They are revolutionising thinking with regards to the understanding of biomechanics and measuring in the golf industry, having developed several innovative concepts and technologies to assist golfers.

**Guru Training Systems:** The world's first real-time markerless golf training and teaching system. Based in Belgium, Guru Training Systems is the founder and manufacturer of the Swinguru product line. The company specialises in 3D analysis of sports movement and the provision of innovative sports technology.

For further information call +44 (0) 1484 666860, visit [www.miasportstechnology.com](http://www.miasportstechnology.com) [www.miasportsolutions.com](http://www.miasportsolutions.com) or email [sales@miasportstechnology.com](mailto:sales@miasportstechnology.com)



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### MIA PERFORMANCE



State of the art ball/club tracking, studio lighting, computer technology and high frame rate cameras combine with a stunning interior design.

### MIA PUTTING



Our putting studio highlights an area of significant potential for retailers and golf professionals; putter evaluation and assessment.

### MIA TRAINING



Equipped with hi speed fibre internet and full Audio Visual setup. Perfectly suited for Sales Stock Rooms, Corporate Training and Golf Experience Days.

\*Discounts for Buying Group Members:

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