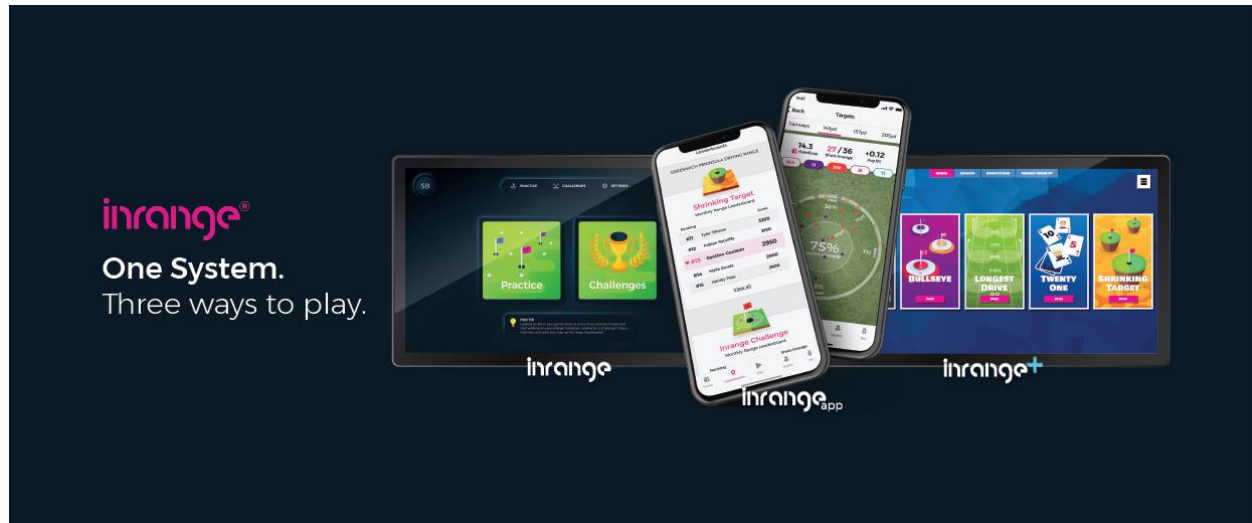


## Press Release

For Immediate Release: March 16th 2021

Media Contact: craigbousfield@yumaxgolf.com

Images:



## YUMAX GOLF ANNOUNCES PARTNERSHIP WITH INRANGE

*Welcome to the future of the driving range . . .*

YUMAX Golf, one of the UK's leading golf distribution companies, has announced an exclusive partnership with **Inrange®**, a new and exciting experienced-based driving range software that provides state of the art practice facilities for golfers while adding a fun and social experience for those wishing to try the game of golf.

**Inrange®** are taking new technologies to levels not experienced so far in the driving range tech arena. While current technology is heavily dependent on algorithms, **Inrange®**'s unique state of the art radar systems, that are located throughout the driving range, create the ability to track the ball from the moment the ball is struck, until it comes to rest, regardless of weather or light conditions.

This enhancement in technology, powered by ultra-sensitive radar sensors, means that over 98% of shots are tracked to less than 1-metre accuracy making it the world's most accurate and efficient tracking system.

This tracking system can then be enjoyed within a 3D virtual world, creating an exact virtual ball flight on your own mobile device or on touch screens installed in each bay.

Ben Davis, Commercial Director at Yumax Golf has now been appointed to oversee the **Inrange®** roll out across the UK and Ireland. Commenting on his new role, Davis said “The way we learn, practice and play golf has evolved massively over the last couple of years and this has opened up a completely new demographic with golf being viewed as a form of entertainment by large numbers of people around the world.

**Inrange®** technology presents a huge opportunity for golf club and driving range owners across the UK. Not only from a system perspective, upgrading and enhancing their current practice facilities, but also to tap into multiple, innovative revenue streams.”

Targeted across both single user and multiplayer use, **Inrange®** is the most accurate solution in the marketplace for a golfer while providing engaging and fun gaming, encouraging more golfers into the game.

From a single user perspective, **Inrange®** and **Inrange®** App offer the golfer detailed analysis of every shot hit and engaging and motivating challenges for players of all standards.

Designed for multiplayer use, **Inrange®+** provides an inspirational and fun gaming experience for golfers and non-golfers alike with multiplayer challenges or virtual golf on iconic courses from around the World.

Roger Wolfe, CEO of YUMAX Golf said “Driving range technology is advancing at an amazing pace, and InRange are right at the cutting edge. YUMAX are delighted to be driving this technology forward in the UK and we are convinced this unique radar technology will be well received by golf course and driving range owners searching for new revenue streams.”

Nick Longley, Co-Founder of InRange commented, “YUMAX are the ideal partner for Inrange, with fabulous relationships throughout the UK and Irish golf markets. We are excited with the support they offer, as we roll out our ambitious, game changing technology across Europe”.

For more information and to explore how Inrange can transform your driving range or practice facility please contact Ben Davis: [bendavis@yumax.co.uk](mailto:bendavis@yumax.co.uk)

**Visit:** [www.inrangegolf.com](http://www.inrangegolf.com)

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**Editors Notes:**

*InRange are owned by Alphawave who are world leaders in the niche field of electromagnetics and ultra-sensitive radio receivers.*

*“Golfing institutions have been looking for intelligent tech platforms that enhance the golfing experience as these have become the definitive marker by which leading clubs are measured. [Alphawave Golf] is our biggest opportunity at present.”*

***Frans Meyer, Alphawave Group CEO***