

# Topgolf Debuting New Game Technology at Orlando Opening this Friday

Topgolf's third Florida venue will be the first to open with Toptracer technology that tracks the flight path, height, speed and distance of every golf shot

ORLANDO, Fla., Oct. 16, 2017 /PRNewswire/ -- Global sports entertainment leader **Topgolf**<sup>®</sup> opens the doors to its Orlando venue on Friday at 9 a.m. The new three level, 65,000-square-foot venue is the company's 36<sup>th</sup> location worldwide and first location to open with Toptracer technology. Made famous by televised broadcasts of Ryder Cup and The Open Championship on Golf Channel and NBC, Toptracer tracks the flight path of each golf ball hit and displays its path in video. Guests at Topgolf Orlando will see an instant replay of their golf shots on a HDTV screen in their hitting bay.

Topgolf guests enjoy point-scoring golf games using microchipped balls that score themselves, showing players the accuracy and distance of their shots on a TV screen in their hitting bay. With Toptracer technology, Orlando players will now be able to receive additional feedback on their golf swing, including the ball's height, speed and distance.

"The beauty of Topgolf is that you don't have to be a golfer to have fun – but the Toptracer technology adds a fresh element of interest and interaction that we believe will inspire a whole new appreciation for the game," said Topgolf Entertainment Group Chief Technology Officer [Andrew Macaulay](#). "Playing at Topgolf Orlando will be like being a part of a video game come to life."

Through the premium experience of play, food and music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. The venues also feature an outstanding chef-driven menu, top-shelf drinks, big screen TVs and music in climate-controlled hitting bays for all-seasons comfort. Year-round programming includes events for kids and families, social leagues, golf tournaments, golf instruction and more.

"As one of the world's top tourist destinations and golfing communities, Orlando is a flagship market that we are proud to invest in," said Topgolf Entertainment Group Co-Chairman and CEO [Erik Anderson](#). "The Orlando opening and debut of in-venue Toptracer technology is an exciting milestone for Topgolf. We look forward to offering this community and its visitors a unique destination for interactive entertainment."

Topgolf Orlando is located at 9295 Universal Blvd. More than 500 full- and part-time associates have been hired in advance of the opening. For more information, visit [www.topgolf.com](http://www.topgolf.com), [facebook.com/topgolforlando](https://facebook.com/topgolforlando) or @Topgolf on Twitter and Instagram.

## About Topgolf

What started with twin brothers developing a technology to make golf scoring fun, has turned into a global brand focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults – to create an experience that makes socializing a sport for everyone. No matter the occasion or who you share it with, we believe every great time starts with play, is fueled by food and beverage, moved by music and made possible through community. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round comfort, a chef-inspired menu for year-round deliciousness and hundreds of Associates eager to help create the moments that matter. With 35 venues entertaining more than 10.5 million Guests annually, original content shows, next-gen simulator lounges, competitive tours, pop-up social experiences and the world's largest digital golf audience, Topgolf is truly everyone's game. To learn more and view exclusive digital content, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).

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