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VISAGE FAQs

What is Visage?

Golf's first mobile information system.

What does it do?

Visage creates the new face of customer experience by leveraging advanced technology to deliver a robust set of services to the golfer via a 10.2-inch monitor mounted in the golf car and making available powerful tools to the course owner/operator via a computer and Internet connection.

How does it work?

Visage utilizes cellular, wireless and Global Positioning System technologies.

Who created it?

Visage is a joint development of Club Car and GPS Industries LLC, a Sarasota, Fla.-based technology firm that focuses on the golf, resort and real estate markets.

How does it help golfers?

Golfers will enjoy their rounds more with Visage features that include:

- 3-D flyovers of each hole
- Tee shot and distance-to-the-pin measurement
- Scorecard monitoring of other groups during a competitive event
- Hole descriptions that eliminate blind shots
- Weather alerts
- Ability to book next tee time

How does it help course owners and operators?

Visage helps course managers increase revenues, lower operating expenses, manage their assets and improve the customer experience by:

- Eliminating stakes and ropes
- Reducing turf wear
- Increasing food and beverage revenues
- Reducing threat of vandalism
- Improving pace of play
- Limiting golf car access in sensitive areas and enforcing cart-path only rule
- Slowing cars or limiting access to cars in designated areas
- Promoting higher margin purchases, course and club activities, lessons and pro shop specials

- Providing emergency alerts
- Increasing tournament revenues
- Viewing golf car use history and component diagnostics
- Improving fleet rotation

What are some of the cool features?

- Intuitive, touch-screen technology
- Automatic adjustment for changes in natural light and 1000 nit brightness
- Two-way cellular communications between vehicle and golf shop and beverage vehicles
- Real-time positioning (pinpoints location of every golf car and group at any particular time)

How much does it cost?

The system is priced based on fleet size with annual costs ranging from \$30,000 to \$50,000, depending on which of three Visage packages is chosen and the number of services enabled. On a per vehicle basis, and based on the same variables, the cost ranges from \$40 to \$55 per month.

How does the cost compare to previously available car-based GPS golf systems?

Prior systems were acquired as a capital expenditure. As a result, the annual cash outlay was usually in excess of \$70,000, including loan payments and service contracts. Visage is provided via a one-year rental commitment that includes service. With payments usually less than \$50,000, the annual cash outlay is approximately 35 percent less than with previous car-based GPS systems.

Which Club Car models does Visage work on?

Visage is available on Club Car's Precedent and DS electric- and gas-powered golf cars.

Is Visage available on golf cars not manufactured by Club Car?

Visage can be installed on any brand of golf car.

When will it be available?

The first Visage units are scheduled to ship by the end of March 2010.

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