



Introduction

Video in the instruction of golf has revolutionized how the game is taught. We have spoken to hundreds of golf instructors all of which say that video is critical for effective communication with the student.

The main barriers of adopting a swing analysis system in teaching for golf instructors are; cost and know-how.

The know-how barrier comes down to the confidence level of the instructor to learn

how to operate the computer and software effectively in lessons without wasting the student's time.

We know that MotionCoach solves this know how barrier with an intuitive whiteboard interface and lesson templates that greatly reduce the amount of time to do a computer swing analysis.

Reducing the entry cost of these systems is what we will address in this article.

Computer

The main expense item for a swing analysis system is the computer. There are two ways to look at computer expense with the goal to reduce the cost of buying one.

The first way is distribute the cost of the computer, second is to buy used systems.

Distribution of costs:

General-purpose notebook computers have hundreds of applications, especially if you are running your own business. Things like scheduling of lessons, business applications, shipping, tax filling, communications (fax, e-mail, internet), entertainment (games, movies, music), and marketing (printing, contact lists). The broad applicability of these machines means the

We are talking about notebook computers, these portable devices that provide the type of mobility that is required by the teaching pro.

computer is not just a dedicated swing analysis system, but a multiple application business tool. Buy replacing you business computer your accountant can place the cost of the system into several accounts. The gains of efficiency you receive buy having all your information is one place and supported by specialized tools frees more of your time to focus on making money.

Buying used:

Used notebook computers have flooded the market. These machines normally come from banks and insurance companies who are constantly refreshing their technology. Commonly called refurbished computers and range in cost from \$200 to \$1200. The minimum machine you are looking for is an 500Mhz (or more) machine with 128Meg of RAM, 10Gig or more hard drive space, and 14 inch screen. USB ports are a must, and battery is the other large consideration. Batteries are the first thing to go on these

machines and are something you want to check for that the supplier guarantees the battery or it has been tested. This machine is commonly available from local suppliers or from the internet at \$500.00

The other big plus of general-purpose notebook computers is the resell value. New notebook computers range is price from \$700 to \$3500, when you consider the price of used machines this is a better investment then a car.



Camera

The second big cost item is the camera. Today there is a huge range of solutions;

cameras can be surprisingly low cost, as low as \$25.00.

Digital Video

If you already have a Digital Video camera (DV) then you only need to add an IEEE1394 port to the computer, there are

many in the market cost is \$40.00 for desktop \$55.00 for notebook.

Camcorders and USB converter

If you have a camcorder there is a couple of different solutions. For desktop computers you can add a TV card, (\$50 to \$100.00) these cards give you 120 channel cable ready TV and are ready to take the output of your camera straight into the computer.

port on the computer. The Powered units give better quality because they are doing extra processing and compression on the video. The un-powered versions are simply converting the signal to digital video and streaming it to the computer. The end results of the un-powered video converters are 320x240 pixels where the powered versions can go up to 640x480 pixels. Powered USB converter range in price from \$70.00 to \$150.00 un-powered converters range from \$30.00 to \$70.00.

The other solution and only for notebook computers is a USB converter. In this category there is two types, powered and un-powered. Both units use power but the un-powered units get power from the USB

Web cameras

These are little devices that plug into the USB port and stream video to the computer. These little devices provide excellent quality video and all the controls such as exposure and brightness/contrast tuning. There are two technologies of USB supported by Webcams, Standard USB and high-speed or

USB 2.0 cameras. The high-speed cameras are more difficult to find at the moment and range in price from \$70.00 to \$150.00. The USB standard cameras range in price from \$25.00 to \$90.00. Some of these cameras even include microphones, so they become full video camera alternates.

Software

The final cost item is software. Investing in MotionCoach is your best decision because:

- It is a very simple system to learn
- The product support is the best in the business
- It maximizes the power provided by the older notebook machines
- Complete solution to help you grow your business.

MotionCoach has applications in club fitting and golf events such as tournament services and corporate golf functions. The other key factor here is your time, if you start with MotionCoach and learn it now; you have a complete growth path into the future, no need to relearn something when you are really busy.



Bottom Line

The cost estimates below include a credit for computer resell because when you upgrade the computer your existing computer will still have value on the open market. The other

components (including MotionCoach) are not included because these items will be transferred and reused with your upgraded computer.

Note all prices shown are in US dollars

No camera	
Computer	\$500.00
Camera (USB)	\$50.00
Tripod	\$22.00
MotionCoach	\$890.00
System Bag	\$29.00
Total	\$1491.00
Computer Resell value	\$250.00
Total ownership cost	\$1241.00

Currently have a Camcorder	
Computer	\$500.00
Video/USB converter	\$50.00
MotionCoach	\$890.00
System Bag	\$29.00
Total	\$1469.00
Computer Resell value	\$250.00
Total ownership cost	\$1219.00

Currently have a DV Camera	
Computer	\$500.00
IEEE1394 card	\$50.00
MotionCoach	\$890.00
System Bag	\$29.00
Total	\$1469.00
Computer Resell value	\$250.00
Total ownership cost	\$1219.00

Final note

Remember, computers are like everything else in this world. Simple to operate once you know them and a powerful business tool once you use them. The easiest golf swing analysis system in the world has only one button but when you know that button, you will want another one.

If you have any questions about the hardware I have spoken about here, contact me by either phone or e-mail.

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