



Why use a:  
**Golf swing analysis system**

Mediavention Inc.  
Golfer: How to golf guide series



## Improving your swing: Options

The game of golf is simple: Get the ball in the hole in the fewest possible strokes. But after playing a few rounds, you realize this is easier said than done! The real trick of the game is to play the ball where you want, consistently and predictably. These are trademarks of a winning game and difficult talents to master unaided.

If you love golf and wish to improve your game - who doesn't want more distance and control? - you have limited options.

- Lessons with an instructor? can be costly and the time and effort in finding a good one can be lengthy.
- Books and videotapes?
- Gadgets and gizmo swing trainers?
- The internet?

Without a diagnostic tool, are you even using the one which one suits your swing needs and then how do you know you are using it correctly?

The solution is video/computer swing analysis because, it provides the missing element: interactive feedback. For the first time you can get a detailed understanding of how you swing the club and where you are making mistakes without the eye of professional instructor.

## Why swing analysis systems are effective

Consistency and efficiency are critical to a golf swing. No matter your body type, your skill level, or your age, if you can improve either of these aspects of your swing, your scores improve also.

If you could predict your ball flight with accuracy, even without gaining more distance, your handicap will drastically fall. Especially in technical areas of the game like bunker, rough, and approach shots, consistency is the key to accurate prediction of ball flight.

If you can increase the efficiency of your swing mechanics, you can transfer more energy to the ball with less effort. The result is longer drives and mid field irons. The less effort you require to swing the club, the less tired you will be through the game. Being less tired means you can maintain consistent play from the front 9 to the back.

Swing analysis systems enable you to get control of the biomechanical evolution of your swing. Consistency, accuracy and efficiency are all areas that are enhanced through Swing Analysis.

The interactive nature of the computer puts your swing directly into the theory described in the books and videos. With the computer, you get the visual confirmation you are doing what you think your doing. For the first time, you can

## Why use a golf swing analysis system



combine and compare the theory with reality! Without video feedback you are basically blind about what your actual swing pattern, leaving only ball flight as the success meter. Without video analysis you will never know if it was the drill/gadget or something else that helped your swing.

### **Why aren't we all using them**

Swing analysis systems are nothing new to the world of golf. Actually golf instructors have been using them for over 10 years. Most professional tour players also use Swing Analysis systems during the off session to modify their swing for the coming year. So why not you?

The main concern is usually COST. Up until recently, Swing Analysis systems could cost between \$4,000 to \$12,000. But, in the last five years, home computers have become powerful enough to handle the demands of video processing. Today, swing analysis systems including a video camera, computer and software, come in all shapes and sizes and can fit any budget.

### **More than Swing Analysis**

The MotionCoach @Home suite is more than just swing analysis; it has been created as a swing development system, providing you the tools you need to control the evolution of your swing.

Due to the speed at which it occurs, a golf swing is mostly automatic and therefore cannot be changed overnight; the human brain is not fast enough to consciously control the swing motion. The only way to affect the motion is through feeling the motion. The feeling of the swing is a residual impression that is left over after you finished your swing. The swing feeling of what is "correct" is the way your body currently moves. To effect a change to you swing this "correct" motion pattern must be refined.

Start by comparing your swing against the ideal and pro models. This shows you the main differences between the two and gives a better indication of where you have the most need to improve. Remember, a key fact we all must face is that we are not all perfect athletes and achieving the ideal swing may not possible due to flexibility and muscular limitations. The models are very beneficial when using them as a guide to find more efficient motion patterns.

Swing development means being able to compare your swing to your swing. At first this seems a strange concept but consider how much your game changes over a single season. With @Home you can compare your swing at different times through the year. For example, after you have taken some lessons capture your swing. A month later, when the old habits are creeping back and your ball flight is digressing, video yourself again and then compare the two swings with the video blender. With the video blender place the two "you(s)" on top of each

## Why use a golf swing analysis system



other allowing detailed analysis of the differences. This comparison will give you a clear indication of which old habit is affecting your swing.

### **Final word**

The costs/benefit analysis comes down to time and money, weighed against the amount of improvement. Swing analysis systems factor very high in this equation because you can use the system during down time or practice, and the money costs are near zero.

It all comes down enjoying a round of golf. If you want to improve then you want something more from the game. The cost of that improvement is the deciding factor of which method you select.

If you have any questions about swing analysis systems, contact me we can work out a solution.

Article written by:  
James Alexander  
[james.alexander@mediaventure.com](mailto:james.alexander@mediaventure.com)