



**IMMEDIATE RELEASE**

## **Mobile Golf Video Analysis Goes Global**

HELSINKI, Finland, September 19, 2007 – Pro Session Golf video analysis application is now available worldwide for several Nokia Nseries devices as downloadable version. Pro Session Golf enables you to capture your golf swing, analyze and improve your game by split screen swing comparison and other advanced analysis methods. The tool was originally developed for tour players and teaching professionals. It was launched in 2006 as European only limited Nokia N93 Golf Edition. Now the success story continues globally on expanded device range. The application is compatible with Nokia's latest flagship Nokia N95 and it also supports Nokia N73, Nokia N93, and Nokia N93i.

*“Pro Session Golf-application was invented and introduced in August 2006 by Nokia Emerging Business Unit, which nurtures and develops innovation within Nokia. Further development and sales of Pro Session Golf application is carried out by Pro Session Golf Ltd. to give the application the best possible chance to evolve”,* said Dieter May, Vice President and Head of Nokia Emerging Business Unit.

The Pro Session Golf application has a ready to use golf-tailored viewfinder that instantly captures a player's swing from the correct angles and distances. Unlike current video analysis solutions, Pro Session Golf is portable and instantly usable with no additional cameras, cables, or computer required. Everything a golfer needs is already included in the application. Golf teachers and players alike can share ideas, swings, drawings, tips, lessons and opinions, both face-to-face and remotely via e-mail and multimedia messages (MMS).

*“Pro Session Golf is one of the most exciting teaching and learning tools available today. It is an extremely valuable tool that will speed up the learning curve by creating a clearer understanding of the golf swing.”* – Dave Phillips, Co-founder of Titleist Performance Institute.

*“The combination of fantastic video quality and the ability to analyze your golf swing with a device that's always with you is going to appeal to golfers who want to use the latest mobile technology to improve their game. We are very excited to have the Pro Session Golf application now available for several Nokia Nseries Multimedia Computer models,”* said Mads Winblad, vice president, Multimedia Sales and Channel Management, Europe, Nokia.

There are over 60 million golfers around the world and almost 90 000 teaching professionals ready to improve people's game. At the moment the sport grows fastest in Asia. *“Online delivery is a vital and expected mechanism from end user's point of view as it enables them to buy the product where ever they are. It is a fantastic way to support our physical distribution channel and expand Pro Session Golf product portfolio,”* told Olli Osara, Director, Sales & Marketing, Pro Session Ltd.

Pro Session Golf is available online from today at [www.prosessiongolf.com](http://www.prosessiongolf.com)



**Key features:**

- Compatible with Nokia N93i, Nokia N93, and Nokia N73 and Nokia N95.
- Frame-by-frame video playback
- Golf-tailored viewfinder
- Split screen swing comparison
- Drawing tools for detailed swing analysis
- Sending swing videos over e-mail, Bluetooth, infrared or MMS
- Reference swings by Titleist Performance Institute
- Free exclusive online service with reference swings and lessons, news, useful links and content

Pro Session Golf supports following languages: English, French, German, Spanish, Italian, Swedish, Dutch, Chinese, and Arabic.

**About Pro Session Ltd.**

Pro Session Ltd. is a Finland based company which was founded in 2007 to drive video analysis applications and related online services. Pro Session Ltd. provides solutions and services for golf industry corporations, telecommunication equipment manufacturers, and network operators.

**More information:**

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