Beat: Sports

Samsung and Golf GameBook First to Bring Digital Signature to Golf Scoring

Enables digital golf scorecard signing

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USPA NEWS - In close collaboration with Samsung, the Finland-based Golf GameBook has developed the world's first digital golf scorecard enabling official signing. The Golf GameBook app utilizes the new functionalities of the S Pen, which is the main reason why it was selected to the small group of Samsung.

The Samsung S Suggest tool detects the end-user's interests and makes recommendations for suitable applications. Golf Game Book app was one of the selected applications and according to Samsung Nordic it has significant global potential. For example, the U.S. golf market is huge - 27M golfers playing 470M rounds per year and the direct revenues are as high as 70 billion dollars annually.

S-Pen enables digital golf scorecard signing

Golf GameBook and Samsung have together developed a new, revolutionary feature - digital golf scorecard signing. It is based on the Galaxy Note II's S Pen technology. An electronic scorecard can now be signed in the same manner as the traditional paper scorecard, which can make it compatible with the official rules of golf. This is something unforeseen within the game of golf and opens many new possibilities.

" This innovative new feature makes the Golf GameBook ' s Android app even more appealing for golfers of all levels ! We are very pleased about our co-operation with Samsung , and grateful as well. It has been a wonderful experience participating in the development of the new electronic scorecard. In addition, I am very proud about our S Suggest qualification. It shows that Samsung values our international potential," says Kalle Väinölä, co-founder of GameBook.

Last summer Golf GameBook and Samsung co-produced and organized real-time scoring for hundreds of golf events in the Nordic countries. During these tournaments the participating players entered scores hole-by-hole using the Golf GameBook app installed on the latest Samsung phone.

"Our fruitful collaboration with Samsung is one of the major steps on our journey towards an international breakthrough . R ecently we have had the honor of providing real-time scoring for great golf legends such as Arnold Palmer and Jack Nicklaus , as well as the British Open champion Stewart Cink ' s own golf tournaments. The feedback from all of these has been very positive . We can now comfortably say that the traditional golf sphere is about to change and will soon be benefitting from the digital development," Väinölä continues.

"The apps we select for Samsung S Suggest must be developed to make people's lives easier in a simple, fun and convenient way. Golf GameBook ticked all the boxes.

We believe the app has great potential as keen golfers will notice that it enhances a round of golf by adding a whole new dimension to the experience," said Ludvig Yttergren, Content and Services Marketing Manager at Samsung Electronics Nordic.

Golf GameBook is a groundbreaking golf scoring app for everyone to share their golf experiences on and off the golf course. It's your personal Clubhouse in your pocket. With Golf GameBook golf crosses social media! It's a FREE app available at the Samsung Apps and the iTunes AppStore. With Golf GameBook app you can keep score for yourself, within, group or set up hole-by-hole live scoring for multiple groups at the same time. An easy mobile scorecard, all popular game formats and score calculation

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