

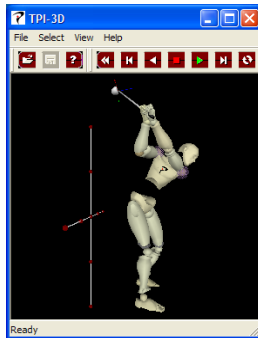
AMM 3D-GOLF Swing Analysis Services

Using  TPI 3D Swing Analysis Software

Serious golfers endeavor to attain a higher level of skill in their golf game and they know that advanced technology exists that can help **improve their technique and physical performance!** AMM exists to help you reach your performance goals! We now have AMM-Certified swing analysis centers across the United States and around the world!



AMM 3D-GOLF Swing
Analysis and Training System





TPI 3D Full-Body Robot Model


"If you really want the answer... then you need
to look at the AMM 3D technology."

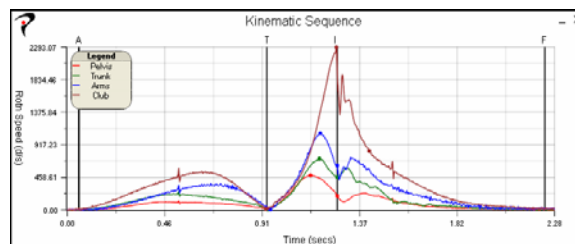
Dave Phillips, Co-founder of TPI

The AMM 3D-GOLF System, using TPI 3D software is, by far,
the best tool for golf swing analysis. It yields a level of
information and insight not available anywhere else!"


**Robert Mottram, President
Golf Health and Performance Center**

AMM, Inc. has teamed with the Titleist Performance Institute (TPI) to develop products and services utilizing the **AMM 3D-Golf** motion capture system together with the  **TPI 3D** golf swing analysis software. A 3D capture and analysis presents a clear science-based picture of your swing limitations and capabilities, and provides specific information to improve your performance! It helps indicate potential for injury and the results can be used in biofeedback training. A final  **TPI 3D** report documents your swing and compares your biomechanical parameters to the TPI Touring Pro database!

The AMM 3D-GOLF system is a high-speed full-body motion tracking system that uses small sensors, placed at strategic points on the body, to capture and record every minute movement made during a swing. Once a swing is recorded the  **TPI 3D** software instantly calculates all biomechanical motion parameters. From the data we derive the 'Kinematic Sequence', a measure of swing 'efficiency', and your biomechanical 'signature' patterns of motion are documented.



The Kinematic Sequence -- Rotational speed (in degrees per second)
Pelvis (red), upper body (green), arms (blue) and club (brown)
A signature motion pattern that is a measure of your golf swing efficiency!

Your swing 'signature' is tabulated, synchronously graphed and dynamically displayed using the TPI 3D robot model (shown above). A comprehensive report compares your 'signature' to  TPI's Tour Pro statistical database. A personal baseline database can be created for you and is used as an ongoing record to monitor performance progress throughout your golfing career.

AMM 3D-Golf measures, displays and reports:

- Your Kinematic Sequence (efficiency)
- Pelvis sway, slide, lift, thrust; pelvis and upper body rotations, Spine angles, X-Factor, X-Factor Stretch
- Upper body: forward and side bends
- Wrist motion: cupping, bowing, radial and ulna deviations, wrist rotations
- Leading and trailing arm rotations, at any point in the swing
- Head movement
- Club dynamics
- Swing faults, such as early extension, coming over-the-top, reverse spine angle, reverse pivot, flat shoulders and scooping
- Sequencing order and transitional timing
- Timing and tempo
- Landmark posture positions: address, top-of-backswing, impact and finish, and positions halfway in between
- Maximum speeds, speed gains between components of your body
- Acceleration and deceleration values
- Minimum and maximum values for all parameters all can be quickly detected and studied with this dynamic motion microscope!

Parameter	Units	Pelvis	Trunk	Arms	Club
Acceleration	kd/s/s	2.4	3.0	4.6	6.9
Deceleration	kd/s/s	-2.3	-3.1	-5.7	-9.5
Max Speed	d/s	487	721	1,077	2,293
Speed Gain	d/s	0	235	356	1,216
Transition Order	ordinal	3	2	4	1
Transition Timing	msecs	-13	-8	-21	0
Peak Order	ordinal	1	2	3	4
Peak Timing	msecs	125	83	79	4

Sequencing Data

The TPI 3D analysis report identifies elements of technique that need to be addressed to hone your skills and maximize your performance. Via this report attention is drawn precisely to where changes may be needed! Don't waste time on the driving range trying to fix something you're not sure is broken! Biofeedback drills modifies technique very quickly and effectively! Accelerate your journey to peak performance! "Perfect practice ... makes perfect"!

Our qualified personnel can assist you in attaining your goals!

The Director of AMM is Phil Cheetham, an Olympian, a world-class golf biomechanist, a member of the TPI Biomechanics Board of Advisors and author of TPI 3D Golf Swing Analysis software.

"Using the AMM 3D-GOLF Analysis System to measure and quantify movement is an invaluable tool! By using the kinematic sequence graphs, comparison tables and the audible real-time biofeedback I can easily modify a golfer's swing technique. Without a doubt this system and methodology speeds up the learning process for golfers at all levels!"

Jon Tattersall, GOLF Magazine Top 100 Teacher 2007-2008.

Free 'TPI 3D Viewer' demonstration software!

Go to the Titleist Performance Institute website – www.mytpi.com

Go to: 'Article Library'> (from the drop-down list choose ...)> TPI 3D ... then scroll down to TPI 3D Software box and click on the > 'TPI 3D - Viewer' link to download the software. 'TPI 3D – Free Viewer', a 'lite' version of the full package has 3 'Pro' motion files and user manual provided (See Help when inside software).

Please call **Stephen Cheetham** at **602-263-8657** for more information.
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