



**PGA**  
2012 MERCHANDISE SHOW

**SwingProfile**  
Capture the key moments.

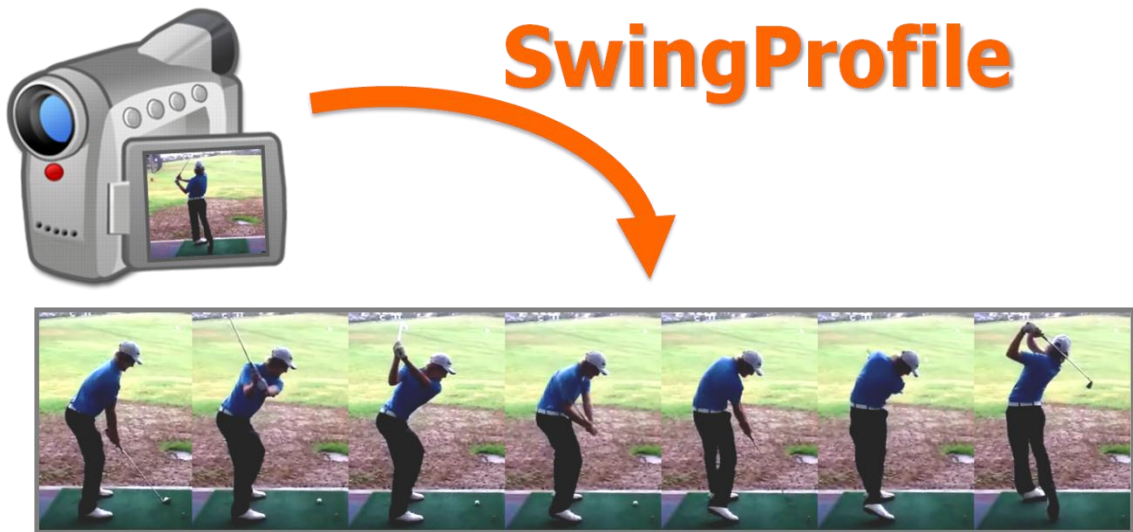
**IMMEDIATE RELEASE**

Date: December 16, 2011

**Integrity Analysis Ltd unveils 'SwingProfile'; the ground breaking swing analysis technology, at 2012 PGA Merchandise Show**

*INTEGRITY ANALYSIS LTD.* launches the world's first automated cutting-edge swing analysis solution that operates without any specialist equipment. Patent pending 'SwingProfile' combines expert science and leading technology to produce the smartest golf video analysis ever seen. Showcasing in its debut appearance at the Inventors' Spotlight in the PGA Merchandise Show, Jan. 26-28, 2012, in Orlando, Fla., 'SwingProfile' is an exhibit not to be missed!

'SwingProfile' is the latest development by Integrity Analysis Ltd. Founder and CEO of the company is Dr. Zeke Chan, *PhD, MBA, ME, BMus, BE*. Renowned for his work in Artificial Intelligence, Neurocomputing and Image Processing; Dr. Chan is listed in the Marquis Who's Who and widely recognized as a leading innovationalist and influencer in his fields of expertise. "Golf video analysis has never been instant until now. My work in practice is to take an unobtainable dream and make it a reality", says Dr. Chan, "SwingProfile supersedes every other video analysis tool in the market".



For every golfer who's spent hours perfecting their swing, 'SwingProfile' provides the first direct access to immediate results. Imagine instant access to every component of your stroke at the touch of a button, with no specialist equipment required. 'SwingProfile' automatically analyses any camera footage (mobile phone, iPad, laptop or camera) to show you a comprehensive breakdown of every element of your stroke. No need to search or edit through hours of film time; 'SwingProfile' analyzes and plays back your stroke and only your stroke.

For the first time, you can analyze your own swing from the actual golf course rather than an artificial setup because 'SwingProfile' lets you practice anywhere you like, for as long as you like, and still delivers instant visual feedback on every part of your swing. 'SwingProfile' features automatic lines drawn for your club, angles measured for you, instant comparison of your golf swing with a professional golfer of your choice and many more intelligent capabilities.

Dr. Chan will personally present 'SwingProfile' and be available to answer your questions from Thursday, Jan. 26 to Saturday, Jan. 28. Integrity Analysis will exhibit in Booth IS2 at the Inventor's Spotlight, participate in the Indoor Demo Days and showcase 'SwingProfile' in the New Product Center at the Orange County Convention Center.

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Don't miss being the first to see this exciting new technology! The 'SwingProfile' launch date will be announced at the show.

### **About the PGA Merchandise Show**

Since its inception in 1954, the PGA Merchandise Show has become the world's most influential golf trade show and the global summit for the business of golf. In January 2012, the PGA Merchandise Show will once again welcome more than 40,000 industry professionals from some 75 countries to uncover the latest trends, source the newest golf merchandise, test the latest equipment, enhance careers, learn proven business best practices, network among peers and grow the business of the game. Nearly 1,000 golf companies and brands, representing every business sector of golf from market leaders to start-up companies, will display and demonstrate hundreds of thousands of golf merchandise that will appear in golf shops and retail stores throughout the 2012 golf season. For more information, visit [www.pgashow.com](http://www.pgashow.com). The PGA Merchandise Show and PGA Expo are organized in partnership with The PGA of America.

### **About Integrity Analysis**

Through 'SwingProfile', Integrity Analysis is committed to develop the state-of-the-art golf video analysis technology and innovation to make it easy for all golfers to be better golfers. Visit us at [www.swingprofile.com](http://www.swingprofile.com). We will be at the Inventors Spotlight in Booth IS2 and showcasing 'SwingProfile' at the New Product Zone.

### **CONTACT INFORMATION:**

Tracy Chan, Marketing Director  
Off: +649-523-0080, Mob: +372-5466-2256  
Email: [info@integrityanalysis.com](mailto:info@integrityanalysis.com)

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