
iGolf Announces DNA for the Golf Course Management Segment

1/25/2012, San Diego - iGolf, a division of L1 Technologies is excited to announce and demonstrate iGolf DNA, a cloud based Golf Course Management platform. Built on L1 Technologies Location as a Service web platform, DNA provides golf courses with a stable and reliable system that requires no technical expertise for setup or server management. Initial services will include Point of Sale, Tee Times, Cart Tracking, Course Cameras, Customer Relationship, and Inventory control.

“When we first started looking at golf course management systems in the market we were troubled by the complexity and fragmentation,” said Gary Symington. “We realized the benefits a web based system would bring but there was still a need to solve the market fragmentation. That required a bold decision to invest heavily in a large and complex system that would ultimately be free to the market.”

DNA has been shown to several iGolf partners and garnered interest for other companies to directly integrate and add services. Initial partners will include GPS Cart Tracking industry leaders who will integrate their current technology into DNA providing golf courses a seamless management system. Additional partners will be announced and display their integrated IP cameras which will allow golf courses to view what is happening on their course from any computer, anywhere in the world.

Although an official launch date has not been set, iGolf is committed to BETA testing in the first quarter of 2012 and will demonstrate DNA at the PGA show in Orlando, Florida on 1/27/2012. Any golf course interested in being part of the BETA should contact iGolf and request to be included or show up for the demonstration. Further details can be found at <http://pga2012.igolf.com>.

About iGolf

Since 2003, iGolf, operated by L1 Technologies, has developed enterprise level and direct to consumer GPS software, products and services for the golf industry. Thousands of golfers rely on iGolf Mobile applications, Powered by iGolf partner products and iGolf.com every day to provide GPS data and listings for more than 34,000 courses worldwide. For more information please visit www.iGolf.com.

For additional details, contact:

Gary Symington, General Manager
iGolf Division | L1 Technologies Inc.
Phone: (858) 300-5513 x 2376
E-mail: Gary.Symington@L1inc.com