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The Power of Feel: SensuSport launches free App to make Feel & Touch available to all golfers

SensuGlasses are the world's first wearable training tool to practice feel for the ball and movements. The start-up has now launched their free app on their mission to bring 'feel' into professional and elite training.

Feel and touch – you either have it, or you don't?! SensuSport has developed the first training device to practice your feel game.

SensuGlasses G1 is a game-changer, that enables golfers of all levels to train the much-disregarded feel aspect of the sport.

Numerous trials with professionals and amateurs have shown that a focus on feel and touch in training can improve your game holistically.

„I wouldn't have believed how SensuGlasses boosted my players' game. I could see a difference in their swing from the first session on. The possibility to train feel and touch brings a whole new aspect to the training.“ Arnar Már Ólafsson, PGA Professional und SensuSport Glasses pilot tester

In its first release version, the iOS app called 'SensuSport' provides an extensive exercise library for both athletes and coaches. The easy navigation invites the user to choose between long and short game before guiding them through the different levels for Putting, Chipping, Pitching, Irons, and Woods.

Each exercise provides information on the setup, detector settings, step-by-step instructions as well as learning takeaways. The user is able to track his/her own progress when marking the exercise as DONE. This enables the backend analytics to generate further insights on the training progress. The training log section provides a great overview of past exercises and users are able to rate their skills in their profile section. This will build the base for a long-term progress analysis.

“With our team of developers, we tried to make the app as user-friendly and intuitive as possible. Numerous tests with coaches and field research helped us to design a powerful base architecture that allows us to realize unseen interactive features and playful training support for sensori-motor training in the future.” Luise Wunner, co-founder and CMO.

Visit www.sensusport.com/app or search the AppStore for 'SensuSport'
<https://apps.apple.com/de/app/sensusport/id1474973780?l=en>

Technical Specifications

Seller: SensuSport GmbH

Size: 64.4 MB

Category: Sports

Compatibility: Requires iOS 10 or later.

Languages: English

Age Rating: 9+

Infrequent/Mild Mature/Suggestive Themes

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Price: Free

More about SensuGlasses: Improved training success through a shift in sensory awareness – Stop seeing, start feeling.

When blacking out on impact the SensuGlasses block the eyesight and enable athletes to concentrate on their feel for the ball and movement. Recent sport science publications attribute more and more importance to “Feel and Touch”. Professionals like Tiger Woods know this for a long time and have started to implement feel training decades ago.

Athletes from the Golf Team Germany were among the pilot testers of the early models of the highly anticipated SensuGlasses. Coaches and athletes have been impressed by the instant training effect and highlighted the immense potential for the sport. “A real game changer for coaching.” (Sebastian Ruehl, National Coach Team Germany)

The training success ranges from a super-sensitive impact perception, improved timing and rhythm, to greater awareness for flow and precision in shot execution.

„Without the direct visual feedback and hence the unimpeded focus on exactly the aspect you want to work on, you can precisely focus on how the last swing felt. This might increase the learning curve tremendously when developing new skills.” (Sebastian Ruehl, National Coach Team Germany)

A common misconception implies: Feel and touch – you either have it or you don’t. Excellent players are not born with great feel and touch but inherit a superior capability to focus on their body awareness. Only through this awareness, players can develop feel and touch. And this quality turns great players into excellent players. Golfers at all levels are now able to reach their full potential.

Co-founder Nils Buehring was inspired to start SensuSport through his long-term stint as the sport psychology coach for the German Golf Association.

“During all those years of training, I was missing this kind of tool. Now, we have successfully developed it.” (Nils Buehring, Sport Psychologist and Co-founder of SensuSport)

Inquire about demo events and product trials here testing@sensusport.com.

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About SensuSport

The ambitious start-up taps into three major trends of today: self-optimization, wearables, and sports tech. And here is the big potential that SensuSport is about to exploit. Athletes all over the world thrive for perfection which begins with the right feel, perfect harmony, flow, and confidence.

The four founders almost seem like royal flush of entrepreneurs. Golf ace and sport psychologist Nils Buehring approached product developer Felix Wunner and then convinced Marketing and start-up expert Luise Wunner nee Grossmann and their electronics manufacturing early investor Ralf Hasler to come on board.

With their growing team they are working towards a global adoption of the SensuGlasses in Golf and will expand into other disciplines as early as next year.

Media contact

Luise Wunner | Co-Founder and Head of PR

+49 151 752 744 13

media@sensusport.com

<http://sensusport.com>

SensuSport GmbH

Haeberlstrasse 22

80337 München

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