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## **SensuSport exhibits at PGA Show 2020: Visit the booth at the Investors Spotlight and test the SensuGlasses at the ETC Putting Green**

*After months of the successful test program, numerous workshops with academies and coaches the SensuGlasses can be tested by all visitors at the PGA Show in Orlando, 22nd to 24<sup>th</sup> of January 2020. The SensuGlasses will be available for pre-order with a special PGA Show discount.*

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

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 has a significant effect on training success.

„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

The innovative start-up is inviting golf coaches, professional athletes and amateurs to test a set of their high-tech shutter glasses and shot detection sensor during the PGA Show. At the **Inventors Spotlight (Booth: 4303)** visitors can learn about the SensuGlasses, features, training effects and then are welcome to experience the golf innovation themselves at the **ETC Putting Green**. The free app is available via [AppStore](#).

**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.

Global athletes, i.e. from elite academies, national teams, LPGA Tour, European Tour, Challenge Tour, had the chance already to test the current model 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 and Sport Psychologist Nils Buehring was inspired to start SensuSport through his long-term stint as the mental 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 interviews, testing or pre-orders via [info@sensusport.com](mailto:info@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 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.

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