

NEW ERA OF COMMUNICATION – ADDSWING REVOLUTIONIZES GOLF ADVERTISING

AdDSwing reaches golf community in right place and in right time. Viherio AdDSwing is in real time functioning communication channel, targeted in golf industry. AdDSwing uses Galaxo® infochannel - communication system, developed by Galaxo Inc. Service integrates impressiveness, visibility and easiness cost-effectively. The development of AdDSwing has also included Danish company which develops internet based golf services.

“AdDSwing infochannel is part of our product family, which covers all essential environments creating hyper targeted marketing channel for golf community. This interests also international golf brands”, says Timo Pärkkä from Viherio Technologies.

Viherio AdDSwing operates from period 2009 in several central and busy golf fields in Finland. AdDSwing is also expanding outside Finland. During the playing season it reaches nearly million golf rounds. Galaxo's infochannel - system fits perfectly for the need of real time and active communication.

“AdDSwing has already proved that it is priceless communication tool in golf clubs. In golf clubs you can enjoy entertainment and factual content via AdDSwing. Service offers entertainment for golfers who wait for their turn to golf course and also for visitors. In clubs it offers opportunity to follow scoreboard and game situations in real time. Golf clubs and their cooperation partners are increasingly interested for new sponsorship and cooperation possibilities”, tells Timo Pärkkä.

Viherio Technologies Inc., located in Oulu, develops services based on internet media for golfers and golf clubs. Company eases and diversifies the collection of golf information. This Information can be employed to create new situation conscious and personified web services.

Galaxo® infochannel is centrally manageable network of digital display terminals, which includes high-class displays and terminal and Galaxo –software. Easiness of updating and possibility to move information from external databases makes Galaxo® infochannel very unique. Infochannel benefits are remarkable; it offers opportunity to aim marketing and communication strategically.

Viherio Technologies Inc., located in Oulu, is in 2006 established company, which develops IP – based services for golf industry. Company delivers different kinds of situation conscious services both to consumers and firms. Viherio, AdDSwing and ThruPutt are registered trademarks in Europe.

Galaxo Inc., located in Oulu, is in 1996 established IT and digital media company. Company's aim is to help customers to develop and rationalize their operations. Special know-how, services and software's in Galaxo Inc. offers efficient tools for our customers and partners. Galaxo® is registered trademark in Europe.

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