



Inpractis Corporation

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Inpractis and Instructor/Long Drive Champ Eric Jones Form Partnership

Maker of the Inpractis Digital Swing Recorder and teaching pro Eric Jones create strategic partnership to develop golf instruction content and methods

Orlando, FL, PGA Merchandise Show, January 26, 2006 - Inpractis Corporation, manufacturer of the popular Inpractis™ Digital Swing Recorder (DSR) and SwingPractis™ swing analysis software package, today announced a working partnership with Eric Jones, head of the Seaver Golf Academy and head of the expanded instruction group at Poppy Ridge Golf Course in Livermore, CA.

Mr. Jones was the 2003 RE/MAX World Long Drive Senior Champion and was named LDA Long Drive Tour Senior Rookie of the Year for 2004. A highly sought-after teaching professional, Mr. Jones believes in a partnership-based approach to golf instruction centered on achieving student goals. He is also a strong proponent of video analysis in golf instruction.

“Research shows that one of the fastest ways to learn new motor skills is to combine visual feedback with guided expert commentary.” said Mr. Jones, who began teaching in 1992 and is also earning a Master’s degree in Sport Psychology. “Technology, especially video, can really facilitate the communication and learning processes, which really makes instructors more effective and empowers students.”

“In seconds I can help students see both the good and the challenging parts of their swing.” Jones continued. “We form a working partnership, and the result is that students have much more control over their own learning, their practice becomes more effective, and ultimately they improve their game more quickly.”

Inpractis is the maker of the highly acclaimed Inpractis™ DSR and the newly released SwingPractis™ swing analysis software. The Inpractis DSR is a sophisticated, self-service digital video capture device that golfers can use at the driving range to record, play back and analyze their swing. The innovative system captures the entire golf swing from two angles simultaneously and measures club head and ball flight speed; it provides a very powerful tool for the analysis and improvement of the swing.

Unlike many conventional swing recording systems, the Inpractis™ DSR is engineered to be a permanent fixture in the driving range bay and has been designed for complete self-service use by golfers. This highly interactive digital swing analysis tool features a patent pending user interface that is powerful yet extremely intuitive. Both technically advanced and extremely rugged, Inpractis™ DSR units are easily installed and require little to no maintenance from range operators.



Inpractis™ DSR in use



DSR User Interface

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The Inpractis DSR is currently installed in approximately 20 different driving ranges, primarily in California. One of the latest installations is at Poppy Ridge Golf Course in Livermore, CA, where Eric Jones recently was named as head of an expanded instruction program. Poppy Ridge is one of two courses owned and operated by the Northern California Golf Association. At Poppy Ridge, Mr. Jones will work with Inpractis to develop methods for his students to efficiently incorporate video feedback into their lessons and more significantly, into their practice sessions between lessons. Inpractis has always offered special rates on the ranges to students of the teaching pros where its DSR is installed. This program will continue at Poppy Ridge and may be expanded as a result of their collaboration with Eric Jones.

Mr. Jones will also be a key contributor of instructional material in the new *Lesson Mode* format of Inpractis' SwingPractis™ swing analysis software. SwingPractis™ was originally marketed as 4View Home Edition, an application designed to complement the Inpractis™ DSR. Golfers could record swings at the range then view them with Home Edition on their home or office PCs. Inpractis has significantly improved the features and functions of the original software such that SwingPractis™ is now a robust stand-alone product that will appeal to golfers everywhere who want a simple, intuitive, powerful swing analysis program.

Lesson Mode is one of the most significant features added to SwingPractis™. *Lesson Mode* allows golfers to play SwingPractis™ Lessons. Each SwingPractis™ Lesson contains one or more swing videos with reference drawings and voice-over commentary. Teaching pros who create lessons can break the lesson content down into chapters which makes it easier for the golfer to focus on and internalize each point as it is made. Lessons can be played from beginning to end without pause, or the golfer can pause the lesson at any time and interact with the swing video: playing it forward and backwards, at full speed, frame-by-frame or in slow motion; the golfer can even draw reference lines and diagrams for himself to help understand and internalize the point being made by the pro. Pushing play again resumes the lesson from where it was paused, returning to the author's commentary and reference lines as if there was no interruption at all. This ability to interact with the lesson swing, over and over and at any time, make SwingPractis™ Lessons the most effective and powerful way to distribute golf lesson content yet devised.

Thanks to Inpractis's unique implementation of Microsoft's Windows Media Video technology, individual SwingPractis™ swing video files are only about 1MB and SwingPractis™ Lesson files are typically between 1MB and 5MB. This compares to the typical online golf instruction content today that ranges from 30MB to 100MB for digital video presentations. Thus SwingPractis™ Swings and Lessons can be easily transported across the Internet, posted to golf forums, and even sent as email attachments. This makes it an incredibly powerful tool for teaching professionals to provide their students with valuable instructions and feedback between lessons.

"Eric Jones is an extremely knowledgeable and articulate golf instructor. We look forward to working with him both in the area of lesson content creation and in developing teaching methodologies that help golfers everywhere to effectively incorporate video feedback into their practice and improvement regimens," said Marc Brown, president of Inpractis Corporation.

About Inpractis Corporation:

Inpractis Corporation was formed for the purpose of developing, manufacturing, and marketing advanced motion analysis systems and software. These products are designed to help athletes enjoy and improve their skills by providing powerful yet easy-to-use tools for athletic motion analysis. Inpractis motion analysis systems enable the user to record, view and analyze his or her golf or batting swing using real time visual feedback; the systems are typically installed in driving ranges and batting cages and can serve as an effective instructional aid for parents, coaches and teaching professionals. Inpractis's motion analysis software extends the instruction to the home allowing the use of personal computers in the analysis.

Inpractis Corporation is headquartered at 32980 Alvarado Niles Rd. #820, Union City, CA 94587 - 3186. The company may be reached by telephone at (510) 471-3900. For more information please visit: www.inpractis.com.

About Eric Jones:

Eric Jones is a teacher, coach, player, motivational speaker, fund raiser, executive coach. He was the 2003 RE/MAX World Long Drive Senior Champion and LDA Long Drive Tour Senior rookie of the Year for 2004.

High Resolution Image Files

For high resolution files of images contained in this release or other images see <http://www.inpractis.com/presskit.php>.

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