



**Inpractis Corporation**

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FOR IMMEDIATE RELEASE

## **Inpractis Corporation Offers Free Professional Swing Analysis Software**

*Company announces plans to distribute SwingPractis™ Pro product  
to teaching professionals for free*

**Union City, CA July 5, 2006** – Inpractis Corporation, a leading North American designer and marketer of sports motion analysis technology, announced its plans to distribute SwingPractis™ Pro, the recently released version of its highly regarded golf swing analysis software package, to professional golf instructors for free. The aggressive move is designed to solidify widespread adoption of SwingPractis as the swing analysis software of choice by the golfing public at large. The company sees a large installed base of SwingPractis as beneficial to its plans to create an Internet content delivery platform for golf instruction and as means to create brand awareness in new markets for its line of digital swing recording systems that are installed in public driving ranges.

The original version the software, SwingPractis™ Basic, was released earlier this year and is distributed for free across the Internet to all golfers. SwingPractis™ Pro, released in June, includes features specifically for professional golf instructors. In addition to the swing analysis features of the original Basic version, the Pro version includes the ability to import existing swing video clips and to capture swing videos live using a DV camera. Both versions include a viewer for a flexible, interactive computer-based golf instruction video format known as SwingPractis™ Lessons. SwingPractis™ Pro includes the tools necessary to create Lessons.

According to the company, SwingPractis™ Pro brings three major benefits to the teaching professional. First, it reduces the cost of a computer-based golf instruction video system. These systems typically consist of a swing analysis software package running on a laptop combined with one or more DV cameras. Using SwingPractis™ Pro eliminates the cost of the swing analysis software. Swing analysis software packages with features comparable to SwingPractis™ Pro can cost \$1000.00 to \$2000.00. Second, teaching professionals can use SwingPractis™ Lessons to communicate instruction to their students in distance-learning situations. This helps instructors stay in touch with their students in between lessons and allows them to offer Internet-based instruction services. The third benefit is the value SwingPractis™ Lessons have as a marketing tool for instructor and his or her services. By creating compelling instruction content for Internet golf sites, their own or others, the instructor can gain valuable exposure to potential students.

“We created the professional version of SwingPractis, because teaching professionals used our Basic version and immediately recognized that it was easier to use, yet more powerful than other swing analysis software packages that cost thousands of dollars,” said Marc Brown, President and CEO of Inpractis. “We anticipate that teaching pros around the world will adopt SwingPractis Pro as their swing-analysis software of choice. It’s powerful, easy-to-use and it’s free.”

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**About Inpractis Corporation:**

Inpractis Corporation is a leader in video motion analysis systems and software and in Internet-based instruction for sports. Inpractis products help athletes improve their skills by providing powerful yet easy-to-use tools for athletic motion analysis. Recognizing that feedback is only part of the improvement equation, Inpractis also provides tools for teaching professionals to create and disseminate highly effective instructional material over the Internet. Inpractis™ Digital Swing Recorder systems are located primarily at golf practice ranges, providing convenient access to those golfers who wish to improve their swing mechanics. SwingPractis™, the swing capture and analysis software package from Inpractis, is setting a new standard in the golf world for computer and Internet based instruction. Incorporating patented technology and innovative design, Inpractis products benefit the golfer, the practice range, the teaching professional and the content provider.

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](http://www.inpractis.com).

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