



# Indoor Golf Industry News

Uniting Indoor Golf for a Stronger Future

January 27, 2026

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## Indoor Golf Alliance News

IGA Free Webinar – Thursday, Feb 5th 11am EST – Discussing all of the details of the upcoming International Trade Show and Conference July 7-9, 2026, at the Bellagio in Las Vegas.

RSVP to [phili@indoorgolfalliance.org](mailto:phili@indoorgolfalliance.org)

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## Industry Update

### **The First Smart Golf Ball That Captures Crucial Putting Data, GENIUS Made a Groundbreaking Ball Debut at the PGA Show**

GENIUS, a new, first-of-its-kind golf ball featuring embedded electronics that capture crucial putting data – debuted at the 2026 PGA Merchandise Show. Benefitting golfers of all abilities and PGA coaches, GENIUS is the only regulation-size, regulation-weight smart golf ball that looks, feels and rolls like a premium, Tour-quality ball. Its core contains a sophisticated sensor array.

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## New Facility

### **Five Iron Golf Signs Lease to Open Flagship Location in Downtown Austin, Texas**

Five Iron Golf, the global leader in golf and entertainment, has signed a lease to open a new flagship location in downtown Austin, Texas, marking the brand's official entry into one of the nation's most dynamic and culture-forward cities. Located at 501 Congress Avenue, the upcoming venue will span 13,500 square feet and further strengthen Five Iron's growing footprint across major U.S. markets. Situated in the heart of Austin's central business district, the new Five Iron Golf will offer a premium, club-like experience through its integration into a broader mixed-use environment.

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## Simulator News

### **SkyGolf and TruGolf Announce Strategic Integration Partnership to Deliver Seamless, Data-Rich Swing Intelligence to Golfers Everywhere**

SkyGolf® and TruGolf® (Nasdaq:TRUG), one of the most trusted and innovative brands in the golf simulation and launch-monitor market, announced a strategic SDK integration and Value-Added Reseller (VAR) partnership designed to transform how golfers practice, play, and improve—both indoors and outdoors. This collaboration marks the first major partnership of its kind between SkyGolf's breakthrough SuperTags™ and a leading simulation ecosystem, setting a new benchmark for connected game intelligence across every environment where golfers play.

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## Technology News

### **Clarity.Golf Previews the Savant Smart Ball**

Clarity.Golf was available at the PGA Show to discuss the future Savant Smart Ball, and its fully resolved first-principles ontology for instrumented golf balls. At the core of the Savant Smart Ball lies advanced MEMS (micro-electro-mechanical systems) technology, researched and developed at the University of Michigan, frequently ranked the world's top MEMS university with three of the top five ScholarGPS Lifetime MEMS Scholars on faculty.

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### **Software News**

#### **TruGolf Previewed New MultiPlayer Indoor Driving Range at 2026 PGA Show Featuring TruGolf AI Coach; Provides Update on Stock Buyback Program**

TruGolf Holdings Inc. ( TRUG) participated in the 2026 PGA Show in Orlando, Florida where it highlighted its latest technology innovations across Golf Simulator, Launch Monitor, and commercial range categories—including LaunchBox and its next-generation indoor range platform, TruGolf RANGE, featuring the Company's new TruGolf AI Coach experience. TruGolf RANGE: New Data-Driven Practice Bay Experiences Built for Repeat Visits and Facility Monetization

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### **Marketing and Promotions**

#### **Shaker Boosters fundraiser at Five Iron Golf**

Cleveland -- The Shaker Sports Boosters Winter Fundraiser will be held from 6 to 8 p.m. Jan. 30 at Five Iron Golf at 20040 Van Aken Blvd. in Shaker Heights in Van Aken District.

Cost is \$55 per adult and \$40 per child for 17 and under in advance and \$60 at the door.

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### **Job Announcements**

#### **Revelyst Golf Technology appoints David Poncé as senior director of sales**

**Golf industry sales veteran will lead RGT's strategic partnerships, including the company's critical retailer and reseller programs.**

SAN DIEGO — Revelyst Golf Technology, a division of Revelyst Inc. and home to category-defining brands Foresight Sports, Bushnell Golf, PinSeeker and GolfLogix, today announced that David Poncé has joined the company as Senior Director, Sales—a role that reflects Revelyst's commitment to elevating how it serves its most important commercial partners and the golfers they support.

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### **Instructor Highlights**

#### **Clarity.Golf Announces the Cicero Stewardship Program**

Clarity.Golf today announced the Cicero Stewardship Program , a governed leadership framework designed to strengthen golf instruction, club fitting, and performance development as measurement rapidly shifts from scarce instrumentation to software-defined, science-driven ground truth. For decades, much of golf's teaching, fitting, and performance culture has been shaped by guru models—where authority rests on personality, branded methods, or individual interpretation. Cicero's stewardship model replaces that dynamic with a different center of gravity: validated science, accurate measurement, and measurable outcome.

### **Check Out Our Website**

**See all the Benefits of Our Complimentary Membership**

Click [HERE](#) to view. Click [HERE](#) to sign up for your complimentary membership.

*Please forward this email to whomever might be interested.*



**INDOOR GOLF ALLIANCE**  
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