

SAMSUNG

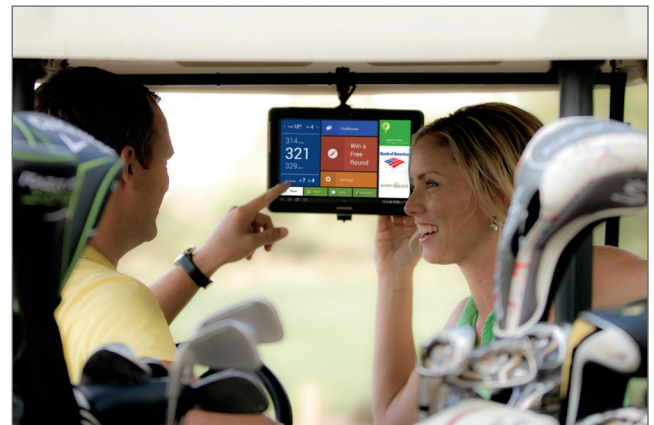
A leading provider of golf technology chooses the Samsung Galaxy Tab® 2 to enhance golfers' experiences on the course.

“ After evaluating several tablet-based solutions, we selected the Samsung Galaxy Tab 2 to power our network. We have been extremely pleased with the performance and durability of the Samsung Galaxy Tab 2, and our business relies on Samsung to deliver accurate GPS distances and interactive content to thousands of golfers around the country every day. ”

Mike Loustalot,
President of Digital Caddies

Digital Caddies, Inc.

Digital Caddies, Inc., is a leader in on-course delivery of technology services and content to golfers. The company's unique access to players comes via an interactive Samsung tablet mounted in golf carts, serving up features that golfers, course operators and advertisers want. Digital Caddies is committed to ongoing innovation that will deliver valuable content to golfers, enhance golf course operations and allow marketers to reach one of the most sought-after and lucrative demographics. Only one company hits golf's marketing sweet spot: Digital Caddies. For more information, please visit www.digitalcaddies.net.



The Challenge

The search for a smart and sturdy tablet

To successfully deliver interactive content, Digital Caddies needed a reliable, high-performance tablet. Because the tablet would be outdoors, it would require robust construction and a high-resolution screen that would also provide good visibility in sunlight. Excellent battery life, energy management capabilities and an affordable price point were also priorities.

The Solution

Powerful devices and valuable partnerships

Digital Caddies selected the Galaxy Tab 2 10.1", in partnership with Sprint, because of its functionality, brand quality and competitive price point.

The Galaxy Tab 2's responsive touch screen, brilliant display, powerful audio speaker and easy pinch-and-zoom capability provided the perfect device to power Digital Caddies' Android™ based software.

In addition to industry-leading tablets and support, Samsung's biggest edge over its competitors was its ability to leverage key partnerships. Its relationship with Sprint resulted in reliable high-speed network capability. Samsung also worked with partners to provide golf cart-compatible chargers and custom tablet cases and mounts that would allow ventilation and weather protection.



Samsung GALAXY Tab 2_{10.1}

The Results

Fast growth and customer satisfaction

INCREASED DEPLOYMENT

Digital Caddies has successfully deployed 12,000 tablets at more than 160 golf courses to date, with a plan to place 50,000 tablets in more than 300 golf courses by 2015. The Galaxy Tab 2 tablets have been so successful that Digital Caddies plans to evaluate future Galaxy tablets when they become available.

HIGH PRAISE FROM GOLF COURSE MANAGEMENT

Golfers appreciate the Galaxy Tab 2's vivid screens, fast processing and accurate GPS performance. Golf course operators value the technology because it distinguishes their courses in today's competitive golf landscape.

RECOGNITION FROM ADVERTISERS

As Digital Caddies' presence grows, it continues to gain the trust of advertisers and golf OEMs as an effective space to reach a lucrative demographic.

