




## **Press release:**

### **How Many Strokes – the new digital conversion table**

-  A modern solution
-  An aesthetic and easy-to-use way to present your club's conversion tables based on the new World Handicap System for both members and guests
-  A time-saving way to update your tables when the slope, course rating and course length are being changed

How Many Strokes is the ideal way to present a golf club's handicap conversion table in the new World Handicap System. It saves time, space and eventually resources by eliminating paper and time-consuming ways of calculating changes to the club's course handicaps.

How Many Strokes is a digital conversion table that comes with different types of displays: A 10-inch desk display, a 15- and a 21-inch wall-mounted touch screen, and a 21.5-inch touch screen display stand.

"That way, each club can choose which solution best suits the club's interior," says CEO of How Many Strokes, Tonny Gottlieb.

The How Many Strokes solution operates using a highly sophisticated database and algorithm that interacts with a screen. Once you acquire the system, all you have to do is verify the slope rating and length of your golf course, then choose and mount your preferred display. Your guests and members can then enjoy the benefit of the system: An easy-to-use, attractive and precise way of obtaining their playing handicap at your club. Any future changes to the conversion tables are done electronically and easily, eliminating the potential for errors.

How Many Strokes was introduced to Danish golf clubs in 2019. The Scandinavian, the number one-rated golf club in Denmark with 1000 members and approximately 6000 guests a year, was one of the first clubs to switch to the new system.

"With 36 holes divided between Old Course and New Course and ten different tee boxes, we used to have ten framed tables on the wall. Although the numbers were nicely presented, How Many Strokes is a cooler and more modern way to give users of the club the information they need," says The Scandinavian's CEO, David Shepherd, who previously worked at Monte Rei Golf Resort in Portugal.

Get more information on the system, including prices, on the How Many Strokes website: [www.howmanystrokes.com](http://www.howmanystrokes.com) or contact CEO Tonny Gottlieb at [tonny.gottlieb@howmanystrokes.com](mailto:tonny.gottlieb@howmanystrokes.com).

Find attached to the press release:

1. More quotes from a CEO and a Golf Manger of two Danish golf clubs that have installed How Many Strokes
2. A factsheet on How Many Strokes

## **Testimonials:**

### **The Scandinavian: How Many Strokes keeps us modern and innovative. It is a contemporary way to present the information our members and guests need.**

CEO of the Scandinavian, David Shepherd, does not hesitate when he is asked for his opinion on the How Many Strokes system, which he decided to install at the club in the summer of 2019.

"We had a nice way of presenting the information before. We had a traditional presentation with ten framed tables on the wall. But I prefer How Many Strokes. In a way, it is exactly the same service we provide for our guests and members. But now it is provided in a contemporary way. It's much cooler and more modern," says David Shepherd.

David Shepherd opted for the wall display for his club. A 21-inch wall-mounted touch screen that eliminated framed tables once and for all. Apart from visual appeal, it has another benefit.

"You cannot misread the numbers in How Many Strokes. The system is precise and accurate," he says.

*The Scandinavian is located 25 minutes from Copenhagen. Old Course opened in 2010 and New Course in 2011. It has 1000 members and welcomes around 6000 guests a year. In 2019, The Scandinavian New Course was ranked no. 1 in Denmark and no. 28 in Continental Europe.*

Contact CEO David Shepherd at [ds@thescandinavian.dk](mailto:ds@thescandinavian.dk) or +45 21 89 42 30

### **Lübker Golf & Spa Resort: How Many Strokes promotes a local sponsor and frees up resources for staff.**

For Hans Lavrids Knudsen, Golf Manager of Lübker Golf & Spa Resort, there are several reasons why he is very satisfied with How Many Strokes.

The first being that one of the club's sponsors, a local real estate agency, actually donated the system to the club. In return, the wall-mounted screen displays the logo of the sponsor.

"It is a very nice win-win. The club gets a new and very modern, digital way of showing the conversion tables to members and guests. And we can promote one of our sponsors, which in itself is of great value to us," Hans Lavrids Knudsen says.

"When people enter the club, they always ask for the conversion tables. When shown the screen, their reaction is, 'that's very ingenious,' and they easily manage the system," he adds.

"That is another benefit. We actually already notice that the system frees up resources for our staff," Hans Lavrids Knudsen says.

*Lübker Golf & Spa Club is located 50 minutes from Aarhus, the second-largest city in Denmark. The courses are in a unique area, and with its lodging and spa facilities, it is among the most popular golf clubs to visit in Denmark. It has around 600 members. Two-thirds of the rounds here are being played by green fee guests.*

Contact Hans Lavrids Knudsen at [hk@lubker.com](mailto:hk@lubker.com) or +45 51 80 85 22

## **Fact sheet:**

The How Many Strokes system was developed in 2018/2019 by the company's CEO Tonny Gottlieb. An avid golf player with a professional background in business technology solutions, Tonny Gottlieb and his team wanted to create a global, digital system that would allow clubs to hand out conversion rates to members and guests in a smart way — particularly once the new World Handicap System came into effect.

The How Many Strokes solution is powered by a highly sophisticated database and an algorithm that interacts with a digital display. Once you acquire the system, all you have to do is verify the slope, rating and length of your course, mount the display, and the system is "on". Guests and members can then, with just a couple of taps on the screen, get their player handicap for the course and available tee boxes. No more paper or framed conversion tables mounted on the wall or laying around the reception area.

When the slope, course rating and course length are changed, the club can simply update this in the system and the conversion tables are automatically adjusted.

The software and display solutions (all prices are excluding VAT):

### **Desk display**

10-inch touch display

The integrated 10-inch wall-mounted touch display is ideal for placing on a reception desk or on free wall space.

Price: <https://www.howmanystrokes.com/product/10-inch-desk-or-wall-mount-touch-screen/>

### **Wall-mounted/desk display**

15-inch touch screen

The 15-inch wall-mounted touch display is ideal for placing on free wall space and can be used to display promotions and ads.

Price: <https://www.howmanystrokes.com/product/15-inch-desk-or-wall-mount-touch-screen/>

### **Wall-mounted display**

21-inch touch screen

The 21-inch wall-mounted touch display is ideal for placing on free wall space and can be used to display promotions and ads.

Price: <https://www.howmanystrokes.com/product/21-inch-wall-mount-touch-screen/>

### **Display stand**

21.5-inch touch screen

The integrated freestanding touch display with magazine holder is ideal for placing next to the reception desk or in any open space.

Price: <https://www.howmanystrokes.com/product/21-5-inch-freestanding-stand-display/>

### **Software only — and more**

If a club does not want a digital screen for their How Many Strokes solution, they can choose the software-only version and use the built-in QR code system that allows the player to obtain their Player Handicap anywhere on the course. In addition the club can embed the Handicap Calculator on their website for guests to easy access the table from home. It also offer the traditional way of printing the conversion tables on paper.

If a club prefers to run How Many Strokes on an existing Android tablet, they also can choose the software-only version.

Everything you get with the Software version is also included in the touch screen versions.

As an extra benefit, the club's members and guests can download a personal mobile version on their smartphone that contains over 30,000 clubs around the world.

Price: <https://www.howmanystrokes.com/product/how-many-strokes-clubhouse-edition/>

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Video presentation: [video.lnk.golf](https://video.lnk.golf)

For more information: [www.howmanystrokes.com](http://www.howmanystrokes.com)

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