

## USGA and Deloitte Launch U.S. Open Augmented Reality App

Liberty Corner, N.J. (June 4, 2019) – – The USGA today announced the launch of a new U.S. Open Augmented Reality (AR) App by Deloitte, designed to provide golf fans with an engaging and innovative digital experience for the 119th U.S. Open Championship at Pebble Beach Golf Links, June 10-16.

Available in the Apple App and Google Play Stores, U.S. Open AR offers fans – watching on-site at Pebble Beach or from elsewhere – exclusive insights into player performance on the iconic 6th, 7th and 18th holes, in 3-dimensional augmented reality. Pebble Beach will come to life on users' mobile devices through a virtual map of the course, allowing fans to follow the action in real-time, compare player performance and see how competitors performed on signature holes. Additionally, golf fans can re-live historic shots by the five previous U.S. Open champions, including Jack Nicklaus in 1972 and Tiger Woods in 2000. To activate the experience, users aim their phones at the AR image, available on-site in the tee times guide and for download at [www.deloitte.com/us/golf](http://www.deloitte.com/us/golf).

“The U.S. Open AR app is the latest in a long line of initiatives designed to ensure that each year the U.S. Open provides the ultimate on-site and viewing experience to golf fans,” says Navin Singh, chief commercial officer of the USGA. “Our relationship with Deloitte has enabled us to explore a variety of cutting-edge digital technologies and activations that allow golf fans to interact with the championship like never before.”

“We are excited to continue to work closely with the USGA to develop experiences that transform the way fans engage with the championship,” says Allan Cook, managing director at Deloitte Consulting LLP. “We are bridging the gap between the human experience and the digital to heighten fan enjoyment, create conversations and community, and allowing more people to connect to the game they love.”

Deloitte also designed an innovative virtual reality (VR) experience for the 2018 U.S. Open at Shinnecock Hills. This year's augmented reality (AR) experiences bring new Digital Reality™ technologies to play. In addition to its professional services work with the USGA, Deloitte supports

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USGA championships and initiatives, including programs that celebrate volunteerism and promote inclusion and innovation in and beyond the golf community.

To experience the U.S. Open in augmented reality, search “U.S. Open AR” in the app store, then open the app and scan the AR image to begin your experience. To learn more and access the AR image for scanning, visit [www.deloitte.com/us/golf](http://www.deloitte.com/us/golf).

This AR experience has been designed to complement the official U.S. Open App, which fans can download to access real-time scores, stats, highlights, live-streaming video, player tracking and more.

Video and images of the U.S. Open Augmented Reality (AR) App can be found [here](#).

## **About the USGA**

The USGA celebrates, serves and advances the game of golf. Founded in 1894, we conduct many of golf’s premier professional and amateur championships, including the U.S. Open and U.S. Women’s Open. With The R&A, we govern the sport via a global set of playing, equipment and amateur status rules. Our operating jurisdiction for these governance functions is the United States, its territories and Mexico. The USGA Handicap System is utilized in more than 40 countries and our Course Rating System covers 95 percent of the world’s golf courses, enabling all golfers to play on an equitable basis. The USGA campus in Liberty Corner, New Jersey, is home to the Association’s Research and Test Center, where science and innovation are fueling a healthy and sustainable game for the future. The campus is also home to the USGA Golf Museum, where we honor the game by curating the world’s most comprehensive archive of golf artifacts. To learn more, visit [usga.org](http://usga.org).

## **About Deloitte**

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