

LIBERTY CORNER, N.J. (June 7, 2019) – The USGA and its official partners have designed a number of engaging fan activations to ensure that the 119th U.S. Open Championship at Pebble Beach Golf Links in Pebble Beach, Calif., is the ultimate fan experience.

From June 10-16, fans will be treated to a variety of ways to enhance their experience at the U.S. Open, including course-wide Wi-Fi, a new “augmented reality” app, and activities for the whole family.

“Pebble Beach is one of the most storied venues in golf and will provide the perfect backdrop to what is sure to be one of the most compelling fan experiences of the year,” said John Bodenhamer, senior managing director, Championships. “With the help of our partners, we have created an exciting array of ways for golf fans to engage with the championship like never before.”

While on-site at the 119th U.S. Open, fans will find:

Connected Course powered by Cisco

As the Official Technology Partner of the USGA and its championships, Cisco is proud to power a first-of-its-kind, Connected Course experience with a robust Wi-Fi network available throughout the championship grounds. Fans will be able to stay connected, making it easier than ever to engage, follow, and share championship moments. In addition, the interactive on-site map, available within the official U.S. Open Mobile App, will include a brand-new wayfinding feature powered by Cisco. This navigation will provide fans with step-by-step directions to easily navigate to their favorite players, iconic locations, concessions and amenities around the course. Also new for this year, Cisco’s dynamic content delivery system – Cisco Vision – is powering an interactive video experience that delivers Toptracer technology to track players’ ball flights on the practice range, serving up advanced analytics on a large video screen for fans to enjoy.

U.S. Open AR App by Deloitte

Another first this year is a collaboration between the USGA and Deloitte to deliver an augmented reality (AR) experience for fans in attendance at Pebble Beach as well as those at home. Fans can immerse themselves in golf’s ultimate test using 3-D augmented reality technology to view shot trails in real-time, select players to compare their performances, and relive the shots of past U.S. Open champions at Pebble Beach on iconic holes 6, 7, and 18. To experience the U.S. Open in AR, search “U.S. Open AR” in the Apple App or Google Play Stores. To launch the experience, users can download the AR image at www.deloitte.com/us/golf or find the image on-site in the Pairings Guide.

Fan Services Hosted by American Express

Strategically positioned at three locations throughout the course, including Fan Central and to the player’s left of the 11th and 14th fairways, American Express will host three Fan Services sites for

spectators to make the most of their U.S. Open experience. Fans can charge their phones, get championship information and pick up an American Express radio, featuring the official radio broadcast of the championship.

American Express Card Member Lounge

American Express Card Members can also enjoy a variety of exclusive benefits. For the second year, the American Express Card Member Lounge, located between the 11th and 12th holes, will be open exclusively to American Express Card Members and three of their guests, serving as the ultimate respite with lounge seating, a refresh station and more.

Lexus Performance Experience

Fans can visit the Lexus Performance Experience in Fan Central for interactive activities, including a photo opportunity with the U.S. Open Trophy, the Lexus Putt Like a Pro Challenge, a Hole-In-One Challenge for a chance to win a two-year lease on a 2019 Lexus UX, and autograph signings with Lexus Golf Ambassadors Jason Day, Patrick Cantlay, Charles Howell III and more.

Epic Putt presented by Lexus

Just outside of the Lexus Performance Experience is the Epic Putt presented by Lexus. The Epic Putt gives fans the chance to take three putts on a putting green at Pebble Beach. Fans who make the third and final “epic putt” will win a prize and access to a golf clinic with various Lexus Golf Ambassadors.

Junior Experience Featuring The First Tee

For the first time ever, the USGA, together with The First Tee, LPGA*USGA Girls Golf and World Golf Tour, will provide spectators with week-long activities geared specifically toward juniors. Located adjacent to the Main Merchandise Pavilion in Fan Central, The Junior Experience Featuring The First Tee will include a golf simulator, chipping challenge, putting green and more. Additionally, World Golf Tour will be on hand to provide an e-gaming experience through a 9-shot challenge where juniors can compete for prizes as well as see their name on the daily leader board. Outside, LPGA*USGA Girls Golf will be hosting putting and chipping exercises along with a crafts station, interactive exercise station and scavenger hunt. The junior area will be open Monday–Sunday and all activities are free for all attendees.

Championship Photo Opportunities

From giant 119th U.S. Open letters, to giant Adirondack Chairs, to frames celebrating Father’s Day and local Monterey/golf scenes, fans can take advantage of several opportunities to capture their U.S. Open Championship moments and share them with friends and family back home. Everyone who posts a photo using #USOpen and shows it to one of our brand ambassadors will receive a U.S. Open gift.

Trophy Club Featuring Corona Premier

As a Proud Supporter of the U.S. Open, Corona Premier products will be available across the grounds, including at the Trophy Club where ticketed guests can enjoy both indoor and outdoor bars overlooking the action, as well as fan giveaways. In addition, leading up to the U.S. Open, Corona Premier had a presence in bars, restaurants, and retail locations nationwide, promoting the championship and giving golf fans around the country a chance to win tickets to the 2019 U.S. Open.

U.S. Open Merchandise

Fans can purchase official 119th U.S. Open merchandise at the 36,418-square-foot Main Merchandise Pavilion, which features more than 400,000 U.S. Open-logoed items. Every fan can take home a piece of history. The pavilion showcases one-of-a-kind apparel designs and accessories from major apparel brands including Polo Ralph Lauren, the Official Outfitter of the U.S. Open.

The Merchandise Pavilion will be open to the public for a pre-championship grand opening, which runs June 6-7 from 10 a.m. to 4 p.m. and June 8-9 from 11 a.m. to 7 p.m. at Pebble Beach.

Championship tickets are not required for the open-to-the-public merchandise preview and parking is free on Forest Lake Road. The first 100 fans each day will receive a commemorative gift from Pebble Beach Resorts. The course will not be open to the public during this pre-championship grand opening.

During championship practice rounds and competition rounds, June 10-16, the Main Merchandise Pavilion will open at 7 a.m. and remain open until 8 p.m. or later, when play concludes each day. There is also a Satellite Merchandise Pavilion open during championship week, located to the left of the 10th fairway.

A complete list of activities and information fans need to prepare for the U.S. Open – including parking, security, events, championship viewing and more – can be found at www.usopen.com/faninfo and on the official U.S. Open Mobile App.

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.

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