

USGA Media Center

MAMARONECK, N.Y. (Sept. 10, 2020) – The USGA today announced the launch of a newly enhanced U.S. Open Augmented Reality (AR) App by Deloitte, designed to provide golf fans with an engaging and innovative at-home experience for the 120th U.S. Open Championship, to be played Sept. 14-20 at Winged Foot Golf Club in Mamaroneck, N.Y.

Available in the [Apple App Store](#) and [Google Play Store](#), the U.S. Open AR App offers fans a variety of ways to follow the action at this year's championship in augmented reality. Winged Foot, which is hosting the championship for the sixth time, will come to life on users' mobile and tablet devices, allowing fans to follow the action in near real-time with three-dimensional views of all 18 holes. Fans will be able to locate players and watch them play their shots, view how their favorite golfers performed in previous rounds and compare players' shots, all in augmented reality.

To activate the experience, users simply download the app, scan a hard surface (ideally a textured or multi-colored table, countertop, etc.), and Winged Foot will appear in augmented reality on their phone or tablet screen. Users can then pinch the screen to choose any hole to zoom in and engage with the championship in augmented reality.

"The U.S. Open AR App will put fans at the center of the action, allowing them to follow their favorite golfers like never before," said Navin Singh, chief commercial officer of the USGA. "Through our relationship with Deloitte, we have been able to explore a variety of cutting-edge digital technologies and activations that allow golf fans to experience the championship in new and exciting ways."

"We are excited to build on our work with the USGA, developing new and expanded experiences that transform the way fans engage with the championship," said Allan Cook, managing director at Deloitte Consulting LLP. "We continue to elevate the human experience with digital reality that heightens fan enjoyment and allows more people to connect to the game from anywhere, any time."

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.

In addition to its professional services work with the USGA, Deloitte is the official innovation provider of the USGA, promoting innovation in and beyond the golf community.

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

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