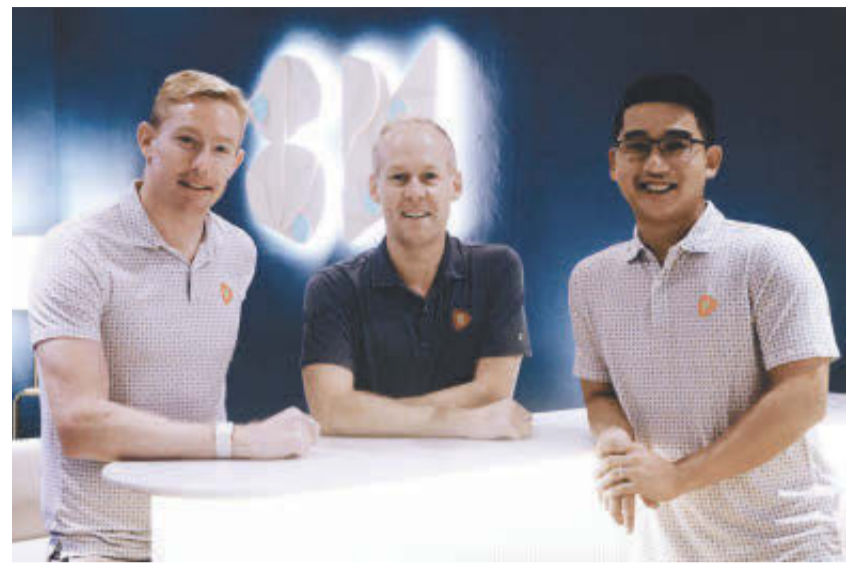




Tiger Woods using the Full Swing Simulator.



The Wedge senior management comprising of (from left) Holden, Sarginson and See.

**W**EDGE, a community-driven boutique golf lounge and bar in the heart of lively Hartamas, has just launched. Combining golf, tech, and social, Wedge is on a mission to create a new way to play and experience virtual sports, especially golf. It is the first venue in Malaysia to feature the world-class Full Swing simulators, found in the homes of Tiger Woods, Jon Rahm, Jordan Spieth, and other champion golfers.

The Hartamas venue is the first in a series of South-East Asian golf entertainment outlets planned by Flagstick Ventures, the Malaysian company behind the Wedge brand.

Tom Sarginson, CEO and Co-Founder of Wedge, said: "We're excited to bring the Wedge brand to life with our first venue in Hartamas. We've used our 20 years of experience in the golf and entertainment worlds to create a truly unique concept aimed at the next generation of golfers and experience-hunters."

"Our mission is to build a community of like-minded golfers, both new and experienced, who are on the lookout for the latest and greatest in golf entertainment and competitive socialising."

"We'll soon be announcing our next venue in Petaling Jaya, a 15,000 square foot indoor driving range, featuring 20 bays, an academy, a retail store, and a sports bar and restaurant."

Wedge was carefully designed and fitted out with the needs of a modern entertainment space in mind. The 1,800-square-foot contemporary indoor venue incorporates a mixture of social space and a dedicated area for golf and virtual sports. With a lounge equipped with two simulators and a

## Doing *golf* differently

➤ Wedge launches its first Golf-Tech-Social Boutique Lounge & Bar in Kuala Lumpur



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karaoke zone, as well as a free-to-use simulator in the bar area, the all-in-one space welcomes both novice and experienced golfers, whether playing solo or in a group. Together

with local partners, Wedge provides food and drink for customers to indulge, refresh and socialise throughout the day, making it the perfect neighbourhood hangout

space.

"We're focused on building our community and serving them with the very best, and that's why we've partnered with specialists in

apparel, equipment and food and drink to bring the most innovative brands from Malaysia and beyond to our customer base. Central to this, we're putting people and the planet at the forefront, through our impact partnership with Handprint, where every booking made contributes towards a reforestation project in the region," said Chris Holden, General Manager of Wedge.

Holden is also Wedge's resident PGA Professional, offering individual and group coaching in a high-tech and comfortable environment, making Wedge the obvious choice for people looking to improve their game.

And encouraging a fun experience beyond golf, Wedge will be hosting a variety of events including monthly Social Leagues, Ladies Nights, the Little Tigers Club, pop-up restaurant nights, cinema screenings and private parties. Wedge really is your all-in-one venue to fit any of your social and entertainment needs.

The Full Swing simulators feature real-time ball tracking and a selection of over 45 world-class courses, plus football and other virtual sports, allowing Wedge to firmly sit apart from other entertainment outlets.

Desmond See, Wedge's Co-founder explains how the system works and why it's trusted by the world's best: "The ION3 Overhead Camera captures the club and initial ball launch data as it records HD video of your clubhead at impact. Then as your ball travels toward the screen, it passes four high-speed linescan cameras capturing the ball in real-time to provide realistic ball flight just like you were on the course. The Full Swing simulator is so accurate and so fast, that it really has to be seen to be believed!"



# EDUCATION

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