

Golfscape Brings Augmented Reality Golf Rangefinder to iPhone 4

SCOTTSDALE, Ariz., /PRNewswire/ -- Shotzoom Software, makers of the golf app Golfshot: Golf GPS® for iPhone, have created a new app, Golfscape, which incorporates Augmented Reality for the game of golf.

With Golfscape golfers use the camera on iPhone 4 to view real-time GPS distances to any target on their course. The app also incorporates iPhone 4's new advanced motion sensing gyroscope and the 960-by-640 high-resolution Retina display. The user simply points the iPhone 4 camera toward the green, layup or hazard and Golfscape displays distances above the image of the hole.

"We wanted to provide iPhone users with the same eye-level view whether looking at their phone or at their course. With Golfscape we're now able to provide real 3D views, with accurate distances, real hazards and unprecedented one of a kind reality imaging using the advanced technologies of iPhone 4," said Craig Prichard, president of Shotzoom Software.

Translated in 12 languages, with up to 40-targets per hole and GPS distances for over 35,000 courses worldwide, golfers are able to see panoramic views on the golf course to improve shot selection. Golfscape looks to leverage the success of Golfshot: Golf GPS, the top grossing golf app on the App Store since its launch in June 2009 and its subsequent top selling golf instructional app, Golfplan, with victorious Ryder Cup Captain and 2010 British Open analyst Paul Azinger.

As part of their desire to provide golfers around the globe with this cutting edge technology, Shotzoom plans to offer Golfscape at a special introductory rate of \$19.99. The launch of the app coincides with the beginning of The Open Championship (British Open), July 15 - July 18, 2010.

You can learn more about Golfscape at <http://www.golfscapeapp.com/>

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