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## **ReelGOLF® Technology Heads to Scotland Through New Partnership with Bridge Castle Golf**

**Austin, Texas - Dec. 4, 2024** – [ReelGOLF®](#), an on-course video system that captures shots for players on signature holes, will now be featured on courses across Scotland thanks to a new license agreement with Bridge Castle Golf, a leading innovator in on-course golf experiences and technology integration. Players will now have the opportunity to experience this revolutionary technology which allows golfers to capture their most memorable moments with PGA-quality video footage, bringing a professional touch to amateur play and enhancing the heritage of Scotland's iconic courses to visitors.

Bridge Castle Golf is dedicated to enriching the Scottish golf experience, blending tradition with cutting-edge technology while creating lifelong memories.

“Scotland is the birthplace of golf, and introducing ReelGOLF here feels like the perfect fusion of tradition and innovation,” said Stephen McAllister, ambassador for Bridge Castle Golf and former DP World Tour winner. “Allowing golfers, whether amateurs or professionals, to capture the spirit of the game in stunning video and share it with the world is truly game changing. This is the future of golf, a 'game within the game,' and it's happening right here in Scotland.”

So how exactly does it all work? ReelGOLF involves installing AI-enabled Bosch® cameras discreetly near tee boxes and greens of signature par 3s, allowing players to simply scan a QR code to activate the system. ReelGOLF then records their shot, adds shot tracing with the players' names, courses, and sponsor logos and sends the high-definition video to the player's phone within minutes - packaged memories ready to share on social media.

“The demand for ReelGOLF technology in Scotland is significant, and we partnered with the best team to go to market with,” said James Dillon, vice president of business development and strategic partnerships for ReelGOLF. “Thanks to this partnership, we already have multiple strategic courses lined up.”

Bridge Castle Golf is working with a number of Scotland's iconic golf courses and anticipates having the first installations operational in early 2025, just in time for Scotland golf season.

“We’re thrilled to be able to offer ReelGOLF to the courses here in Scotland,” said Del McEwan, owner of Bridge Castle Golf. “This partnership means golfers can capture and share the beauty and challenge of our courses while creating those lasting memories and bringing a touch of professional glamor to each round.”

The ReelGOLF platform offers additional revenue generating add-ons such as custom event services for corporate and private events (like branded videos and leaderboards of participant shots), automated par 3 challenges like Closest-to-the-Pin or Ring of Fire and text messaging services for an additional point-of-contact with each player after the round is over.

Courses interested in learning more about ReelGOLF should head to [reelgolf.com/contact/](https://reelgolf.com/contact/) or contact [del@bridgecastlegolf.com](mailto:del@bridgecastlegolf.com).

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### **About Hole-in-One Media, Inc.**

ReelGOLF™ was designed by Hole-in-One Media, Inc., a media technology provider based in Austin, Texas. ReelGOLF is a patented AI-enabled videography system that enhances on-course golf experiences for everyday golfers. With a scan of a tee box QR code, ReelGOLF not only captures player shots on signature Par 3 holes for easy social sharing, but can also run accurate and automated Par 3 challenges like closest-to-the-pin - simultaneously engaging players while generating course revenue. Beyond video recordings and Par 3 challenges, the ReelGOLF platform offers additional revenue generating add-ons such as custom event services for corporate and private events (like branded videos and leaderboards of participant shots), text messaging services for an additional point-of-contact with each player after the round is over, and more.

### **About Bridge Castle**

Bridge Castle Golf is dedicated to pushing the boundaries of technology to create unforgettable moments on the golf course. Our focus on innovation and customer satisfaction drives everything we do, from product development to customer service. With a passion for the game of golf and a commitment to excellence, we strive to be a leader in the industry. Our mission at Bridge Castle Golf is to revolutionize the golf industry by providing innovative solutions that enhance the overall golfing experience for players and new commercial opportunities for golf course owners/operators. We aim to blend technology and tourism in a way that creates unforgettable moments on the golf course, setting a new standard for the industry.

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