



CASE STUDY

Golface

"Play Like a Professional" is Golface's vision. Golface is dedicated to building a golf service platform that makes golfers play happier and smoother and facilitates golf courses to serve more golfers more efficiently.

Golface x LifeProof

Teeing off with total peace of mind: Smart device protection on the golf course

Golf: a sport that is as therapeutic as it is competitive. From the rolling greens of California, to the famous golf clubs of Scotland and sunny Nantou in Taiwan, golfers take their game seriously with high standards across the board.

Advanced technology meets the elements of the outdoors

Golface, an integrated golfing service, had been working closely with the Nan Fong Golf Country Club in Nantou, Taiwan. This meant that they were more than familiar with the multitude of things that need to be kept in mind for players during a day on the green. So much so, that they created their very own iOS application featuring a golf team management system, live event streaming, golf cart management, a personal recording system and a personal coaching system.

The application was both elegant and comprehensive, with all of the systems and software needed to cater to the many demands of the course. While golfers were eager to make the most of the app to keep track of their game and enhance their course experience, unfortunate – and often unpredictable – weather conditions were impacting on their user experience. When wind and rain swept through at a moment's notice, players were left scrambling for cover, often with their equipment and devices in tow. Worries about dropping or damaging their devices in the process meant that taking expensive technology, such as iPhones or iPads, onto the course was too much of a risk.

Premium protection

Golface had been disappointed in the past by traditional protective cases, which proved to be heavy and cumbersome. Many featured thick screen protectors that affected the brightness of the monitor and made screens less sensitive and responsive. Few options offered reliable protection from water damage, which was a 'must' out on the golf course, nor were they

“ We had been so disappointed by other products in the past, but LifeProof cases were so easy to implement and bring out into the field. We’ve recommended them to all kinds of outdoor enthusiasts, sportsmen and grounds managers with an emphasis on the quality of the service that LifeProof delivers. The products are great solutions, backed by a professional and supportive team ”

— Ian Liao, CEO of Golface

effective enough against devices being dropped. When Golface heard about LifeProof products, they saw the opportunity to confidently help protect their players' devices on the course.

LifeProof products are the ultimate in performance and protection. Dirt, snow, drop and waterproof, they offer rugged and robust cases for all environments. Golface chose LifeProof NÜÜD cases for the iPad Air and LifeProof FRĒ cases for the iPad 4 with Retina display and iPhone 5s. Utilising screen-less protection technology, the NÜÜD series doesn't interfere with the responsiveness of devices or dim the brightness of monitors. This, combined with military-standard testing, made it clear that Golface had found a solution!

They also purchased LIFEACTÍV accessories such as the LIFEACTÍV Mounting Cradle for the iPad Air, so that devices could be safely and securely positioned on the windshield of golf buggies, for easy transportation and use. Players also used hand and shoulder straps to keep devices steady and on hand for tracking game details.

With confidence in the product, Golface have found the process of implementing the device into the field a seamless and effortless operation. Players are now benefitting from Golface's app with total peace of mind; no longer worried about dropping their devices or getting them wet.

