

## **K-MOTION Interactive Launches the K-VEST TPI 3D Edition, Developed With Titleist Performance Institute and Advanced Motion Measurement**

Bedford, NH. April 21, 2008 ... K-MOTION Interactive has established a new relationship with industry leaders Titleist Performance Institute and Advanced Motion Measurement. The Advanced Motion Measurement partnership provides K-MOTION Interactive with access to proven biomechanical science and to further research, development, and new product opportunities. Titleist Performance Institute and AMM have provided K-MOTION Interactive's K-VEST technology with an enhanced software platform, called TPI 3D, that could standardize 3D motion measurement in the golf industry while also providing 3D motion of the best PGA and LPGA players in the world.

Tom Dusenberry, CEO of K-MOTION Interactive comments, "the relationship with both Titleist Performance Institute and Advanced Motion Measurement is the completion of an ongoing effort to upgrade our K-VEST product offering to be the standard in performance improvement via accurate motion capture and analysis. Our new strategic partners will allow K-MOTION Interactive to provide the highest quality of motion capture products while offering new and improved programs for product training and support."

The K-VEST TPI 3D edition is a new, all-in-one solution for golf instruction. By combining video analysis, 3-D analysis, and real-time visual and auditory feedback, the completely mobile system will accurately calculate motion parameters of the swing using the new TPI 3D software. TPI 3D is a powerful three-dimensional motion capture software platform that analyzes the 3D motion of a golfer's swing and allows the coach or player to quickly compare the selected swing to the PGA and LPGA tour's elite.

Greg Rose, co-founder of the Titleist Performance Institute and host of the popular show Golf Fitness Academy on The Golf Channel, comments, "This new combination of TPI, AMM and K-MOTION technologies helps each of our companies. K-VEST TPI 3D Edition will allow Titleist Performance Institute to deliver our new software platform to a broader customer base ultimately improving golf performance to the mainstream golfer. "

Phil Cheetham, President and Chief Technical Officer of Advanced Motion Measurement authored the AIM-3D software used to power TPI 3D. A pioneering Biomechanist, Phil is also an Olympian in gymnastics. He is in the unique position of bringing together theory, practice and software implementation to maximize human physical performance. Phil comments, "K-MOTION Interactive is clearly committed to delivering the highest quality of motion analysis products to the marketplace. These partnerships will allow us to collectively deliver the K-VEST TPI 3D edition to the golf and fitness marketplace. We look forward to successfully launching the K-VEST TPI 3D edition to the global golf markets."

Donavon Ostrom, CEO of Advanced Motion Measurement comments, "the combination of these technologies will now allow us to release the most accurate and cost-effective wireless motion capture and training system on the market."

#### **About Titleist Performance Institute**

The Titleist Performance Institute was created to provide players with a total game learning experience by combining training techniques for the golf swing and physical strengthening and conditioning. They have combined industry leading experts, state of the art technology, and world-class facilities to enhance the performance of athletes. To learn more about TPI visit [www.mytpi.com](http://www.mytpi.com).

#### **About Advanced Motion Measurement**

Advanced Motion Measurement is a software company that develops products and provides services to capture, measure and analyze human motion. AMM's software is applicable to any use in which the accuracy of motion measurement is critical. Thus, it is used to analyze movement characteristics and improve human motion. AMM's suite of motion measurement tools can be used as a complete motion measurement solution or components can be selected to enhance your current motion measurement system. To learn more about AMM please visit [www.advancedmotionmeasurement.com](http://www.advancedmotionmeasurement.com).

#### **About K-MOTION Interactive**

K- MOTION Interactive, a leading sports motion analysis company specializes in developing wireless technology to objectively measure, analyze and improve the efficiency of human motion. The Company's mission is to bring innovative, affordable and easy-to-use 3-D technology to the sports performance and fitness markets. Please visit [www.k-motioninc.com](http://www.k-motioninc.com) for more information.

For more information on K- MOTION Interactive, please contact Tony Morgan by phone at (603) 472-4939 or by email at [tmorgan@k-motioninc.com](mailto:tmorgan@k-motioninc.com).