

# Daniel Berger Named Official Brand Ambassador for TaylorMade's myRoundPro

**Basingstoke, HANTS. (15 March, 2016)** - 2014-2015 PGA TOUR Rookie of the Year and TaylorMade Tour staff professional Daniel Berger has been officially named brand ambassador for myRoundPro. Along with golfers around the world, TaylorMade's standalone analytics platform allows Berger to track his progress and enhance his performance through the use of statistical barometers, such as strokes gained, greens in regulation, proximity to hole and fairways hit.

*"In a sport where everyone is trying to get better, you have to strive to be the best that you can be. To be successful at any given thing it takes a lot of effort and time and myRoundPro enables you to focus on what's important."*

— Daniel Berger, TaylorMade Staff Player & 2014-2015 PGA TOUR Rookie of the Year

To give the best possible experience for myRoundPro, TaylorMade Golf's partnership with Microsoft and its Microsoft Band (in conjunction with the Golf Tile) provides golfers of any skill level with extraordinary shot tracking and analysis capabilities. The functionality of the Golf Tile on the Band includes: shot tracking and

detection; GPS yardages to front, middle and back of the green; a digital scorecard and biometrics such as calories burned, steps taken, heart rate and duration of the round.





An added benefit of myRoundPro on the MicrosoftBand is 'Tournament Mode'. This option can be activated before the round and allows the app to be used during competition play as regulated by golf's governing bodies.

The new Microsoft Band 2 includes guided workouts which can be used to enhance performance on the course. Additionally, the band also tracks heart rates, exercise, calories burned and sleep quality. It also provides notifications such as emails, texts and calendar alerts.

The Microsoft Band 2 has an RRP of £199.99 but is currently on promotion for a limited time at selected retailers for £149.99. Go to [Microsoft.com/band](https://Microsoft.com/band) to find out more.



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#### ABOUT EUROPE

##### **About TaylorMade Golf Company**

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

##### **About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



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