



⌚ 16 September 2022, 08:45 (EDT)

Titleist Pro V1x Left Dash and AVX Golf Balls Now Available with Innovative Radar Capture Technology

Join Pro V1 and Pro V1x as Golf Balls Developed by Titleist Engineers to Enhance Data Capture

FAIRHAVEN, Mass. (September 16, 2022) – Titleist introduced Pro V1 and Pro V1x golf balls with innovative Radar Capture Technology (RCT) last October. Developed by Titleist Golf Ball R&D engineers, the golf balls are designed to enhance the data capture of launch conditions in an indoor environment and deliver the most accurate information possible.

Titleist has expanded its RCT options by adding the technology to the popular Pro V1x Left Dash and AVX models. This allows for full golf ball fitting experiences, as well as dedicated golfers using their preferred golf ball in an indoor location. The golf balls are available online and in selected golf shops immediately.

Titleist golf balls with RCT technology improve the experience for dedicated indoor fitting specialists committed to a premium, precision fitting; coaches and instructors aiming to give their players even better tools to work with; and Tour professionals and all golfers seeking precision data capture from their indoor practice sessions. The performance of the RCT technology has been well received by instructors and fitting specialists who have experienced it over the past year.





"Within just a few shots, I knew this golf ball was a game-changer," said Adam Kolloff, owner and Director of Instruction at Pure Drive Golf in Woburn, Massachusetts. The New England PGA Teacher of the Year in 2021, Kolloff created Pure Drive Golf as an indoor alternative for golf learning and fitting. He and his team rely exclusively on TrackMan launch monitors for their instruction, and together with RCT, he claims the indoor golf experience is more accurate than ever imaginable. The reason? Spin capture.

"When you teach indoors, you're reliant on good data and feedback, because you don't have the luxury of seeing the full flight of the golf ball," said Kolloff. "If you're getting erroneous data from your launch monitor, then it's very easy to go down a bad rabbit hole, looking for solutions to a problem that might not even exist. The best thing about RCT is that it doesn't matter how the ball is oriented, you just put the ball down in front of TrackMan and you get accurate spin numbers and a true picture of every shot that's hit."

"We're excited to add Pro V1x Left Dash and AVX to the RCT lineup," said Jeremy Stone, Vice President, Titleist Golf Ball Marketing. "The Titleist premium performance RCT golf balls combine the game's greatest combination of speed, spin, and feel with new technology that more consistently captures precision golf ball data in an indoor setting."



RCT has also become popular at traditional clubs that offer indoor golf options. At Rhode Island Country Club in Barrington, Rhode Island, Head Golf Professional Kyle Phelps said the RCT golf ball performs exactly like the stock Pro V1's he sells in the golf shop.

"The great thing is when my Pro V1 or Pro V1x players come indoors, they're getting the same data and the same feedback they would when they hit outside. They can dial in distances for every club in their bags, work on technique and hit different shots – everything we typically do outside – but because we're able to see accurate spin rate, we can now say with certainty, 'Yeah, that shot was the result of the archer, not the arrow.' I am looking forward to doing the same with our Pro V1x Left Dash and AVX players."

ABOUT RADAR CAPTURE TECHNOLOGY (RCT): Titleist Pro V1, Pro V1x, Pro V1x Left Dash and AVX RCT models offer the same design, quality and performance as stock golf balls but with the enhanced benefit of indoor radar signal capture:

- Pro V1, Pro V1x, Pro V1x Left Dash and AVX RCT *do not require application of reflective spin markers or precision orientation*, benefitting indoor-only and seasonal golf facilities that operate either a TrackMan simulator or Garmin Approach R10 device, enhancing the golfer experience.
- Spin is critical to deliver an accurate data set indoors, contributing to key data points such as peak height, angle of descent, carry distance, roll out, and overall distance.
- All RCT ball models conform with USGA and R&A rules.
- RCT has been validated with both TrackMan and Garmin Approach R10 to improve the spin detection algorithm to require less ball flight to measure spin rate, benefiting, in particular, high ball speed/low spin rate scenarios.



Availability: The new Titleist Pro V1x Left Dash and AVX RCT golf balls will be available through authorized Titleist trade partners, as well as titleist.com immediately. **MAP:** \$64.99/dozen.

The Titleist Media Center is a resource for editorial media featuring new product information, images and videos. All multimedia content on this site is official content provided by Titleist and is made available for editorial use only (broadcast, print, online, radio). All other use is prohibited. Please note that the contact information listed is for Titleist media inquiries only. We will not be able to respond to other inquiries. For information regarding product donations, please [click here](#). For all other inquiries, please visit [Titleist.com](#) or [click here](#) to e-mail Titleist Customer Service.

 pr.co

 Titleist®

Titleist