

Advanced Motion Measurement (AMM) launches *AmmTrainer3D* for Golf, Powered by *AmmSensor* technology. One or two small wireless 3D sensors placed on the body monitor dynamic movements of a golf swing providing motion biofeedback training to the golfer. The *AmmSensor* 3D technology is Bluetooth compatible, enabling it to be used on your cell phone or hand held PC!

Phoenix, AZ. Dec 4, 2009 ... AMM introduces the ***AmmTrainer3D*** Golf Biofeedback Training System at the TPI L2 Golf Biomechanics and TPI CGFI L1 seminars.

AmmTrainer3D incorporates ***AmmSensor***, a wireless 3D motion sensor, with real-time biofeedback training software. Motion biofeedback uses real-time audio tones to allow the golfer to hear and feel correct or incorrect positions of his/her body at key points during the swing. A single *AmmSensor* can track all three body angles for any segment of the body that the sensor is attached to, including; bend (forward-back), side bend (side-to-side) and turn (open-closed). Audible biofeedback tones can be pleasant (a positive tone) or obnoxious (a negative tone); this teaches the golfer either to attain the correct position or avoid the wrong position. When two sensors are used together they can be placed on either side of a joint to measure such things as the 'X-Factor'.

AmmSensor is Bluetooth compatible so it runs on a Windows Mobile hand-held computer (smart phone) or a Windows laptop. Very effective training can now be achieved on the driving range with a cell phone in your pocket and an *AmmSensor* on your belt. You could even wear the *AmmTrainer3D* while playing an actual round of golf. Phil Cheetham, CEO of AMM commented that: "AMM has introduced the most useful, flexible and cost-effective wireless 3D motion biofeedback training system in the world today!"

Phil Cheetham also stated that: "With the combination of the *AMM 3D-GOLF* Analysis System, its TPI 3D swing reporting capabilities, automated functional 3D body screens and corrective exercises, and now with the *AmmTrainer3D* biofeedback training component, AMM can provide you with a complete golf biomechanical analysis, performance assessment and training solution!"

AMM is a hardware and software development company that has been formed to capitalize on many years of knowledge and experience in the motion analysis field. The motion analysis industry for many years has been using imaging, electro-mechanical and electromagnetic systems, which have been traditionally expensive and technically difficult to use. *AmmSensor* now heralds in a new era of light-weight wireless sensors that are precise, small, easy-to-use and inexpensive!

Phil Cheetham, CEO of Advanced Motion Measurement; a pioneering biomechanist; is also an Olympian in gymnastics. In the golfing world Phil is known as "the 3D guy" and he is in the unique position of bringing together theory, practice, software and now MEMS hardware for the implementation and maximization of human physical performance.

For more information regarding ***AmmTrainer3D*** visit www.amm3d.com or contact Stephen Cheetham at Tel: (602) 263-8657 or email: steve@amm3d.com.