

## HELPING GOLFERS SEE THE LITE

A photographer has invented a unique golf training aid based on the theory of retained vision. Keith Salmon developed Ilite in conjunction with various leading golf professionals, including Gary Alliss, son of leading golf commentator Peter Alliss.

The idea for the product came from Keith's professional practices as a photographer. When using flash photography in darkened studios, Keith from Cornwall, noticed that he could still see images in his retained vision for a short period after the photograph was taken.

Ilite is a compact, lightweight unit, which clamps onto the shaft of any diameter golf club. The unit contains a high powered LED which emits a narrow beam of pulsed light onto the Players eyes. This works with the golfers own retained vision leaving a series of bright dots for a split second, showing the actual path the club head is travelling. This enables the user to immediately determine the correct positioning to perfect their swing using their own golf clubs and golf balls. No other specialist equipment is required.

The product will improve play in several ways, from correct set up and head position, to developing a smooth, even paced rhythmic swing. More advanced players will be able to use Ilite to practice draw and fade shots. It can also be used for indoor putting practice. Since using Ilite, Keith, who is a regular player at Trevoze Golf Club in Cornwall, has reduced his handicap from 19 to 13 in ten months. He said: "I had played mediocre golf for over 20 years, suffering from the usual problems – slicing shots, unable to keep my head steady throughout the swing and swinging too fast. I decided I needed something to help improve my game. Working in darkened photographic studios gave me the retained image idea. I worked on this concept to produce the first outline designs for Ilite.

Ilite is available by mail order for 45 pounds sterling plus post and packaging and includes a comprehensive instruction leaflet. An instruction video is also available.

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