Fairway Systems launches Internet site

ENGLEWOOD, Calif.—Fairway Systems, Inc. recently launched an Internet-based reservation system with the support of a $15-million capital infusion.

The product, to be branded under the E-Golf moniker, comprises three modules: "I," the Internet Edition, offering golf courses the opportunity to publish tee times on the Web free of charge; "S," the Standard Edition, an electronic tee sheet and POS solution for a single course, including Internet access; and "P," the Premium Edition, a comprehensive golf software solution designed for multiple courses operated by a single owner, regional destination or management company.

The Internet strategy was developed by Organic, a San Francisco-based Web integration firm. The theme of the site will be about "getting things done on the Web relating to golf."

The site will offer direct, real-time access to a vast aggregation of tee time inventory initially targeting 20 metropolitan areas within seven countries.

GolfSwitch signs on with GolfServ

SCOTTSDALE, Ariz.—GolfSwitch, a maker of tee time connectivity software, has signed an agreement with GolfServe Online Inc., a provider of personalized golf content and services to 180 Internet sites, giving course owners access to potential customers.

The agreement means golfers can use GolfSwitch when they book tee times online through all GolfServe syndication partners, which include Internet sites like CNNSi.com, chipshot.com and USA TODAY.com.

GolfServe will use GolfSwitch's software to add tee time reservations to its existing services that allow golfers to track their handicap and playing performance, find detailed information on 20,000 golf courses worldwide, and obtain private lessons from golf professionals.

More than 250 courses now have the ability to broadcast their tee times with GolfSwitch marketing partners such as America West Airlines Vacations, Delta Airlines Dream Vacations, Pam's Golf, Golf Resort Suites of Scottsdale, and PGA.com. GolfSwitch software enables marketing partners to access and book tee times at multiple golf courses in multiple cities in real time.

Golfcourse News

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