



Sports Business
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Wireless bunkers

Add golf courses to the expanding ranks of sports venues that have gone wi-fi, which stands for wireless fidelity and describes an environment that allows users to wirelessly access the Internet via their laptops and PDAs.

GPS Industries, based in Surrey, British Columbia, says it has created the world's first wi-fi courses, which let course managers go online to see how fast carts are moving and watch on-course surveillance cameras. And golfers can bring along PCs and go on the Internet.

GPSI President Robert Silzer, who says golfer Greg Norman invested \$20 million in the firm, says "the idea behind golf courses is attracting as many executives as they can. Now, they can pull up e-mail and see how their business is doing. And courses can even hold (online) conferences."

CORRECTION NOTICE: The amount of financing by Greg Norman was incorrectly stated in this article as \$20 million. The correct amount is \$3 million as announced in GPS Industries' December 3, 2004 news release. USA Today will issue a correction notice in their December 10, 2004 edition. Please click to see News Release from December 3, 2004