

Athalonz Golf Shoes

Athalonz Golf Shoes are designed from a physics perspective to provide players with unparalleled firmness in their stance from set-up through the finish. Our design is based on the following physics concepts:

- A golfer's power comes from the interaction between the golfer's body and the ground;
- Golf shoes are the interface between the body and ground;
- Typical golf shoes are "lossy" (some of the power a golfer generates is lost due to the shoes);
 - Foot slides in shoe (e.g., spikes grab the ground and provide a good friction force, but shoe lacks horizontal reactive force to keep the foot from sliding in the shoe);
 - Foot shifts within the shoe when loading causing a "sway" in the swing;
- Reducing losses in the shoes allows a golfer to stay more firmly connected to the ground; and
- Reducing losses in the shoes allows a golfer to use more of the power he/she generates.

Features:

THE FIRMEST STANCE

- Optimal Athletic Positioning (OAP) Technology
- Grip & Glide Tread Pattern
- Re-Enforced Lateral Wall

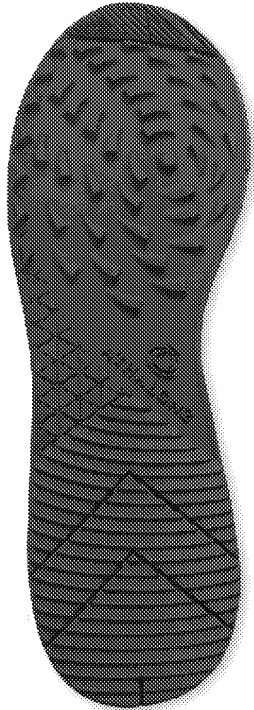
ALL-DAY COMFORT

- Flex Zone
- Open Sock Liner
- Spikeless Tread Pattern



Athalonz OAP technology shifts the way the body interacts with the ground to provide horizontal and vertical reactive forces to keep the foot firmly positioned in the shoe and hence firmly connected to the ground. In general, the OAP technology includes a conventional heel section and an athletic positioning forefoot section that has a conventional heel section to toe section slope on the lateral side and a slightly greater slope from heel section to toe section on the medial side; creating about a four-degree lateral to medial forefoot downward angle. The horizontal reactive forces produced by the OAP Technology are further enhanced by the **Re-Enforced Lateral Wall**.

The **Flex Zone** and **Open Sock Liner** eliminate foot mobility restrictions of conventional golf shoes. Thus, allowing the foot to move naturally and without impingements when playing a round of golf or just walking around.



Grip & Glide Tread Pattern

The **Grip & Glide Tread Pattern** is spikeless, so, it contributes to all-day comfort. It also provides increased friction in the directions the foot should not move in and reduced friction in a desired rotational direction. For example, when weight is being transferred from the back side to the front side during a swing, it's desirable to let the back foot easily rotate outward (i.e., glide) and to not let the front foot easily rotate inward (i.e., grip).

The circular pattern of tapered cleats provides a lower friction force in the direction of the narrow end of the cleats and provides a greater friction force in the opposite direction.

While Athalonz Golf Shoes reduce losses in comparison to conventional golf shoes, thereby keeping a golfer more firmly connected to the ground and allowing him/her to use more of the power he/she generates; they won't make a golfer any better than he/she is capable of becoming. The Golf Shoes don't create power for a player, they just reduce to the loss of power. In particular, Athalonz Golf Shoes won't assist a player is taking or building a stance, they won't assist a player with his/her alignment, and they won't assist a player in making a stroke or in his/her play.