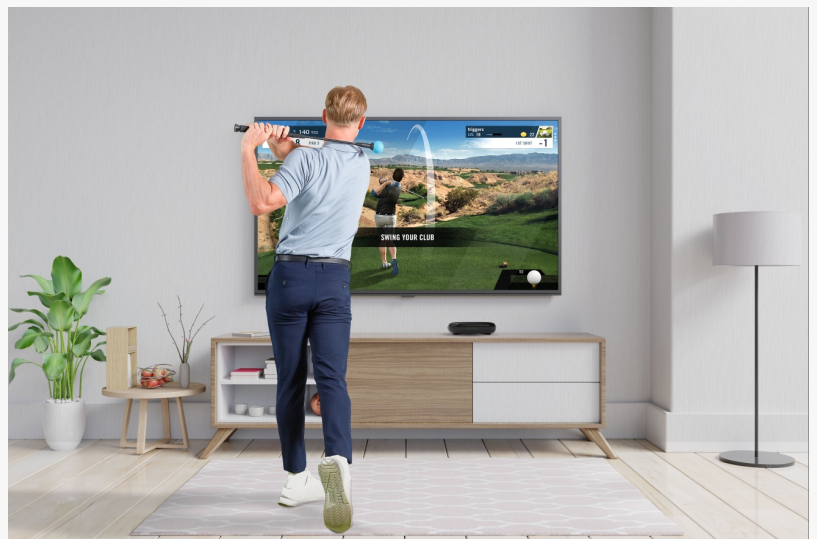


# PhiGolf Innovation: Teeing Up the Future of Home Golfing at the World Korean Business Convention

*Seoul-Inspired Swing: PhiNetworks' PhiGolf Shines Bright on the Global Business Horizon*

ANAHEIM, CALIFORNIA, USA,  
November 29, 2023 /  
EINPresswire.com/ -- [PhiNetworks](#) Co. Ltd. ("PhiNetworks" or "the Company"), a pioneering sports technology firm, presented its groundbreaking PhiGolf, a home golf solution, during the 21st World Korean Business Convention held in Anaheim, California, from October 11-14, 2023.



PhiGolf 2 Home Golf Simulator

The convention, attended by twenty-nine promising Hi-Seoul Companies and supported by the [Seoul Metropolitan Government](#) in collaboration with the [Seoul Business Agency](#), provided an ideal platform for PhiNetworks to unveil its cutting-edge innovations. It drew attention for its dedication to integrating technology seamlessly into homes, health, and happiness.

Established in 2008, PhiNetworks is a trailblazer in golf game and content development, having introduced the world's first home golf simulator under the visionary leadership of CEO Young Hoon Kim. Combining passion and technology, the company embarked on a journey to explore new markets, particularly entering the U.S. market four years ago with significant sales on platforms like Amazon and Walmart.com. Ongoing efforts focus on B2B expansion through strategic partnerships and customer outreach, with PhiNetworks actively seeking collaborations with major retail partners, content providers, and technology innovators.

At the forefront of PhiNetworks' success is PhiGolf, the flagship product that has achieved industry-leading sales in Korea, the United States, and Japan. This home golf simulator delivers a comprehensive experience by integrating sensor technology and virtual reality. Featuring a 9-axis sensor, a 60cm swing stick, and a user-friendly app for real-time online multiplayer matches, PhiGolf's success lies in its authenticity, compatibility with personal golf clubs, and diverse

content offerings.

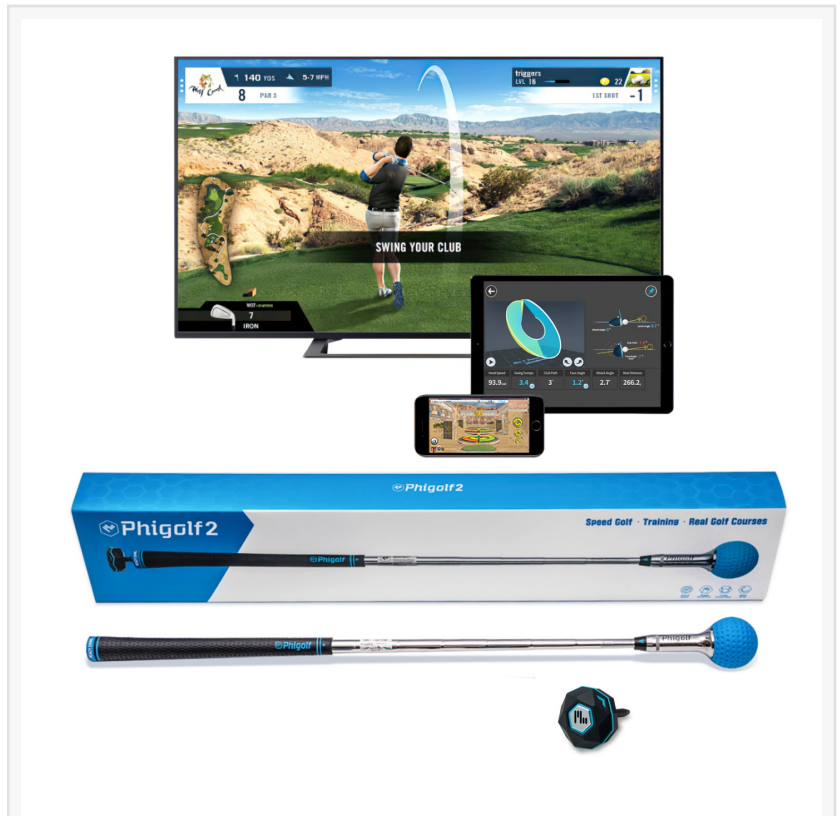
In his statement, CEO Young Hoon Kim expressed, "Through events like the World Korean Business Convention, our goal is to identify business opportunities and foster partnerships. This approach not only supports our growth but also aligns with our future vision. We aspire to contribute to the progress of High Seoul companies and facilitate global expansion."

Simultaneously, CEO Young Hoon Kim underscored the company's dedication, stating, "Our primary focus is to leverage golf technology and passion to create innovative products with universal accessibility. Actively engaging in collaborations and partnerships is a fundamental aspect of our strategy, with the ultimate goal of igniting a continuous flow of innovation in the industry."

PhiNetworks is actively pursuing strategic partnerships across various realms. In the realm of local retail, the company is forging alliances to extend its global market presence, positioning itself strategically for growth. Simultaneously, PhiNetworks explores synergies with telecommunications companies, TV manufacturers, and OTT service providers, aiming to seamlessly distribute its cutting-edge content to a diverse audience. Beyond conventional collaborations, PhiNetworks embraces open innovation partnerships, engaging with a spectrum of entities ranging from industry associations to universities and startups.

This inclusive approach underscores the company's commitment to driving innovation through shared knowledge, fostering creativity, and propelling advancements in the dynamic landscape of sports technology.

In the vibrant landscape of sports technology, PhiNetworks boldly leads the way with its



PhiGolf 2 Home Golf Simulator



World Korean Business Convention

groundbreaking PhiGolf. Steering toward global horizons and unprecedented innovation, strategic partnerships serve as the mighty engine propelling the evolution of home golfing and beyond. Brace yourselves for a transformative journey as PhiNetworks orchestrates a paradigm shift, ushering in a new era in sports technology where innovation and accessibility converge.

For further information, visit <https://www.phigolf.com>

#### About PhiNetworks

PhiNetworks specializes in cutting-edge sports technology, notably focusing on industry-leading golf and sports games. The company's flagship product, PhiGolf, has achieved remarkable sales, establishing a significant presence in the global home golf market. Committed to seamlessly integrating technology into homes, health, and happiness, PhiNetworks takes pride in designing innovative solutions, exemplified by the excellence embodied in PhiGolf, manufactured with dedication in Korea.

#### About Seoul Metropolitan Government

Seoul, officially known as the Seoul Metropolitan Government, is the capital and largest metropolis of South Korea. It stands as the world's 16th largest city and forms the core of the Seoul Capital Area, which includes the adjacent Incheon metropolis and Gyeonggi province.

#### About Seoul Business Agency

The Seoul Business Agency (SBA) was founded with the aim of boosting the competitiveness of small and medium-sized enterprises (SMEs) through industry development, expertise acquisition, efficient SME support, and the creation of a comprehensive support framework for these businesses.

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