



## The Rt Hon Theresa May MP

Prime Minister

This year's Parliamentary Review follows a significant year in British politics. It was a year in which our economy continued to grow, as the Government followed its balanced plan to keep the public finances under control while investing to build a stronger economy. It was a year in which we began to deliver on the result of the EU referendum by triggering Article 50 and publishing the Repeal Bill, which will allow for a smooth and orderly transition as the UK leaves the EU, maximising certainty for individuals and businesses. And, of course, it was a year in which the General Election showed that parts of our country remain divided and laid a fresh challenge to all of us involved in politics to resolve our differences, deal with injustices and take, not shirk, the big decisions. That is why our programme for government for the coming year is about recognising and grasping the opportunities that lie ahead for the United Kingdom as we leave the EU. The referendum vote last year was not just a vote to leave the EU – it was a profound and justified expression that our country often does not work the way it should for millions of ordinary working families. So we need to deliver a Brexit deal that works for all parts of the UK, while continuing to build a stronger, fairer country by strengthening our economy, tackling injustice and promoting opportunity and aspiration. In the year ahead we will continue to bring down the deficit so that young people do not spend most of their working lives paying for our failure to live within our means. We will take action to build a stronger economy so that we can improve people's living standards and fund the public services on which we all depend. We will continue with our modern Industrial Strategy, deliver the next phase of high-speed rail, improve our energy infrastructure and support the development of automated vehicles and satellite technology, building a modern economy which creates the high-skill jobs of the future. At the same time, work needs to be done to build a fairer society – where people can go as far as their talents will take them and no one is held back because of their background. So we will continue to work to ensure every child has the opportunity to attend a good school. We will continue to invest in the NHS and reform mental health legislation, making this a priority. And we will work to address the challenges of social care for our ageing population, bringing forward proposals for consultation to build widespread support. So this is a Government determined to deliver the best Brexit deal, intent on building a stronger economy and a fairer society, committed to keeping our country safe, enhancing our standing in the wider world, and bringing our United Kingdom closer together. We will continue to put ourselves at the service of millions of ordinary working people for whom we will work everyday in the national interest.

# Sports Coach Simulator



Surround Golf Simulator



Football Simulator

## FACTS ABOUT SPORTS COACH SIMULATOR

- » Trading for 25 Years
- » Dual High Speed Camera Technology
- » High Definition Graphics
- » 200 Famous Golf Courses
- » 541 Sports Venues
- » Single or Surround Screen Options
- » Free Software Updates
- » In Game Corporate Advertising

Sports Coach Simulator has been manufacturing the world's largest range of simulators for the past 25 years. For the first 20 years, it only developed golf simulators working in a highly-competitive marketplace and some 15 years ago it became the largest producer in Europe. It has developed the very best graphical engine, along with the largest golf course library, focusing on the top tournament courses, used annually on the PGA and the European Tour. This, combined with its high-speed camera technology, ensures the most accurate golf simulator on offer worldwide, which continues to prove very popular.

The company has the largest network of worldwide distributors, who respect the company's philosophy of focusing on constantly enhancing its technology. Our worldwide competitors focus purely on marketing their technology, whilst rarely updating it.

The company always wished to diversify and develop Sports Simulators, as clients demanded more and more features with the ever-popular golf simulator technology. It was decided five years ago that the only way that it would be able to develop this completely unique simulator technology was to create a new division and double its development team.

The timing was perfect, as the Sports Simulator was introduced using the very latest graphics engine. Offering every type of ball sport and every type of game challenge, it also provides the ability for match play between teams.





Surround Football Simulator

The next generation of high-speed camera technology will be able to track any moving object very accurately, whether hit, kicked or thrown, from anywhere within the simulator itself. This will enable commercial and residential clients to have a vast array of simulator options, including Golf, Sports, Racing, Shooting, Cinema and all future simulation developments.

The new Sports Simulator includes Football, Rugby Union, American Football, Tennis, Australian Football, Rugby League, Gaelic Football, Ice Hockey, Field Hockey, Foot Golf and Putting. Sports currently being integrating include Bandy, Baseball,

Basketball, Bowling, Cricket, Dodgeball, Futsal, Handball, Hurling, Korfball, Lacrosse, Netball and Volleyball. It is unique, in that clients get free-of-charge upgrades for life, for new sports, new stadiums and new game challenges. The intention is to have match play with every sport.

Match play is unique, in that it enables sports fans to easily play matches, home and away, in a similar way to the Champions League. Two teams choose their own team stadiums, getting a fly-through for the first leg and competing in five separate challenges, with the opportunity of a fly-through of the opposing team's stadium for the second leg and another five challenges.

Game Challenge  
Branding or just  
Advertising

Brand Awareness







3D Modelling

Sports Simulator have now created a major additional free revenue stream, for the sports industry, bridging the gap between the major sponsors in any sport and individual sporting teams.

Current Sponsor Game Challenges released, or under development, focus on the following major sponsor types; airlines, car manufacturers, soft drinks, watches, kits, banks, tyres, breweries, and insurance companies.

Drink manufacturers, such as Pepsi, can now present a particular can model within the game mode – Can Challenge, for their team sponsor. This enables increased marketing benefits for soft drink manufacturers, which could then be played at any stadium.

Players attempt to hit the cans down from different positions, with the Sponsors Model being on the team's pitch and with players of that team appearing in the game.

Shot Analysis



Chevrolet are about to commence a worldwide promotional tour using Manchester United players and the HD Sports Football Simulator, in various cities in North America, South America and Asia.

## Future developments

The Sports Simulator programming team is focused on the development of multi-sports simulators and custom sports applications. The Sports Simulator has the most advanced graphics engine in the industry worldwide, with complete programming and motion capture capabilities. This enables tournament organisers, sponsors and clients to have a custom-made sports application recreated in a very short timeframe. Fans faces can be embedded onto their playing character and, after playing a Game Challenge, fans can have a comprehensive video of themselves, uploaded to social media. This Ultimate Experience will be reposted around the world, generating huge publicity for the club's sponsors, as their brand appears on the pitch signage and hoardings.

The very high performance of the 3D motion imagery captured is similar to the data measured for our Golf Simulator. The Sports Simulator will shortly be able to capture the actual performance data for the players themselves, measuring foot at impact, leg swing path, ball back spin, ball side spin, hip turn, body turn, shoulder turn and weight transference. Initially focusing on the world's largest sport, football, the simulator will take training to the next level and make it far easier to 'Bend it like Beckham'.

The simulator product range is unique and the Sports Simulator marketplace is likely to be 30 times greater than the Golf Simulator marketplace, in a very short period. The Golf Simulator market currently has some 50 competitors worldwide.