Corporate Language

It is important that people recognize our brand by its look and feel, as well as the language. Our vision and mission should be transferred through our recommended terminology and the way we interact with our customers.

When talking about the product, please ensure a professional tone of voice which conveys the high-quality standards of the company throughout all, but not limited to the following documents and use cases:

advertisements, brochures, catalogues, mailings, business documents, PowerPoint templates, emails, websites, apps, online advertising, social media, videos, TV commercials, radio commercials, trade fairs & events, packaging, operating instructions, and company press releases.

The recommended terminology is in the English language and specifically targeted towards the US market and our main target groups. Please feel free to adjust and amend the terms and tone of voice towards your specific market, however, always ensure that a professional tone of voice as well as terminology that is as close as possible to our recommendations is maintained and conveys the high-quality standards of the product.

Tonality

Innovative
PuttView is a trailblazer in Augmented Reality based training systems. Through innovative software, PuttView has managed to revolutionize the way golfers practice their putting. We are at the forefront of technology-driven sports applications, and our wording is future orientated, confident, and empowering.

High-Quality
The brand is of high-quality in all aspects of our offerings. Starting from the components of the product, all the way to the way we treat and consult our customers. The wording is genuine, straight-forward, and precise.

Passionate
We love what we do and want our customers to love the product as much as we do. The wording is emotional, transparent, and relatable.

Product Communication

Target Audience
Our target audience reaches from private individuals to commercial facilities to coaches. The message should always be targeted towards those personas and should address their specific needs and wants through the solution the product offers.

Innovative But Simple
PuttView offers a product which is very futuristic, and the technology is not self-explanatory. When addressing customers, make sure that the innovative character is maintained while simplifying the products as much as possible, without talking down to the audience. We are happy to explain the product so everyone can understand what stands behind it.

Clarity
Breakthrough technology cannot be sold if the customer does not understand what we are talking about. Therefore, we should always ensure to address specific problems for which we have solutions rather than dropping technological driven terms.
E.g., instead of using "real-time ball tracking provides actionable feedback" say "Learn from your mistakes with real-time ball tracking. This helps identify the discrepancy between your intentions and the actual result."

Terminology
The golf industry is our home, and with a high-end product like PuttView, we are aware of the terminology used within the community. Familiarize yourself with terms that are relevant to golfers and use them accordingly.

E.g., instead of saying "the grass is inconsistent" use "the turf is inconsistent".

Consistency
PuttView is a steady brand that will accompany customers for the long-term. This is also true in terms of language. Instead of jumping on social trends and slang, the corporate language should remain steady and convey high-quality standards.

Corporate Communication

Business Perspective
PuttView is a proven product and is well-established on the market. So let others do the talking. Instead of saying we, our, and PuttView repeatedly and excessively, the product itself should do the talking. Focus on the solution to a specific problem rather than on the assets and features of PuttView. E.g., instead of: "Our real-time ball tracking provides actionable feedback" say "Learn from your mistakes with real-time ball tracking. It helps identify the discrepancy between your intentions and the actual result."

Innovative But Simple
PuttView offers a product which is very futuristic, and the technology is not self-explanatory. When addressing customers, make sure that the innovative character is maintained while simplifying the products as much as possible, without talking down to the audience. We are happy to explain the product so everyone can understand what stands behind it.

Tell a Story
Creating a vivid image within the customer's mind can help bind them to the company. By using descriptive language that engages the audience, we ensure that they identify with the brand and our mission to form a real connection.

Wording

Turnkey system
PuttView is an all-around putting solution. Starting from our customer service all the way to the completion of a project and beyond, PuttView is there to help. Therefore, we make sure to talk about a turnkey system and not so much about just a software, training tool, or putting mat.

PuttView family
It is important that the customer identifies with the product and the community that stands behind it. The customer should feel at home with PuttView and come to us with their needs. Therefore, we talk about the PuttView family rather than the PuttView user or PuttView owner.

Interactive putting green
We talk about engaging with our greens and how the customer can bring the fun back into putting. Therefore, we refrain from talking simply about putting but rather about customizable features, multiplayer games, real-time feedback, animations, etc.

Innovative
PuttView is at the forefront of technology-based sports applications and our wording should be future orientated. Instead of using terms like state-of-the-art, we prefer visionary, ambitious, challenging or forward-thinking.

Product
While we do offer a range of products, we rather refer to them as Augmented Reality based putting solutions or by their specific names such as the Home Series or Professional Series.

Rules and Standards

Brand Name
PuttView is always written with a capital P and a capital V in one word. When referring to the company itself, it is always: Viewlicity GmbH

PuttView *Viewlicity GmbH*

Terminology

Stick to the naming convention of the product series and refer to them as follows. Please also ensure that the product specifications are never used separately from the product name. If you refer to the specifications themselves, make sure you use PuttView + specification (e.g., PuttView P7).

Product series name:
Home Series
Specifications:
P7 or P7+

Product series name:
Professional Series
Specifications:
P8, P10, P12

Product series name:
Custom Series
Specifications:
C1 or C2

Product name:
Moving Green

Company description

About PuttView
Founded in Hamburg in 2015, PuttView by Viewlicity GmbH has quickly become a trusted technology for the best players, coaches, universities, and facilities in the world. Among them are Major winners Bryson DeChambeau and Justin Rose as well as world-renowned putting coach Phil Kenyon. PuttView has been the market leader from the beginning and has made a name for itself from Hamburg to the rest of the world. The company founders Christoph Pregizer and Lukas Posniak turned their innovative idea into a fast-growing company with distribution in all key markets to bring back the joy in putting for golfers of all skill levels.

Product description
PuttView transforms any putting green into an interactive learning environment through Augmented Reality. It lets players and coaches create any putting scenario indoors and outdoors to see real results out on the course. It instantly calculates any putt, projects it directly onto the green and tracks your performance in real-time to provide actionable feedback.