



**Press Release Contact Information:**

Hector Herrera  
GC Media Concepts, LLC  
President  
1731 Terracotta Drive  
Riviera Beach, FL  
USA, 33406  
Voice: 561.294.1537  
E-Mail: [Email us Here](#)  
Website: [Visit Our Website](#)

**Hybrid concept cars have nothing on this high-tech, spin-off of one of golf's oldest traditions, GCMC introduces, Caddy Vision , In-Cart Media Networks.**

*Caddies have been around since the game of golf itself. Now, Golf Course Media Concepts, LLC introduces a media rich golf cart experience that rivals the best advice from some of the game's most legendary "wing men"!*

**/24-7PressRelease/** - West Palm Beach, Florida, June 13, 2008 -- Golf Course Media Concepts, LLC of West Palm Beach, Florida, once again shakes things up with its innovative golf course media programs. This time the stakes are high, as the Company launches the first ever custom programmed in-cart media network. Caddy Vision is an innovative full-featured, custom media system. The inventive program consists of a media retrofit to existing golf cart equipment combined with custom produced, engaging media clips, all driven by a user-friendly operating system. Caddy Vision gives players an added advantage on the course by arming them with first hand knowledge of the course they are playing.

Caddy Vision also features commentary from those that know the course best, the Club Pros. "It was important for us to make the Professional Staff an integral part of each course's media plan. They are the official Club spokespersons, and they want to take a more active leadership role in building rapport with members and guests.", said Hector V. Herrera, president of Golf Course Media Concepts, LLC. Caddy Vision also features commentary from Club Pros and Caddies.

The game of golf is evolving at a rapid pace. Advancements in technologies such as Global Positioning Systems, ("GPS") and Geographical Information Systems, ("GIS") are driving the path to evolution in this once humble and traditional game. Golf Course Media Concepts is leading the way to a more intelligent golf course system. Through products such as Caddy Vision , Players can adopt a more calculated approach to their game. Precision is the key to a successful round of golf. Golf Course Media Concepts designs and manages media programs that deliver added value to the golfer and precision targeting to the advertiser.

About Golf Course Media Concepts, LLC:

Golf Course Media Concepts, LLC is dedicated to offering the Golfer a single trusted brand for tracking and improving their game. GCM provides a 360o marketing program that adds value to the Golfer and boosts brand awareness for advertisers. For additional information on the Caddy Card or a free sample, contact Golf Course Media Concepts or visit [www.gcmmediaconcepts.com](http://www.gcmmediaconcepts.com). Caddy Card is a registered trademark of New Pro Publications.