

Contact: Denise Preston
Outsight Interactive
Phone 617-338-0081
dpreston@outsightinteractive.com

111 Beach St.
Commercial Unit 1
Boston, MA 02111

Outsight Interactive

Press Release

Outsight Interactive Creates Immersive Experience for Scotty Cameron Fans

Customizer Experts Announce Newest Release: Scotty Cameron Custom Shop Creator

Boston, MA, October 10, 2017: Outsight Interactive, the product customization experts behind FootJoy's MyJoys custom golf shoe program and Bauer's "Team Unity" custom hockey uniform program, announce the release of their latest project: the Scotty Cameron Custom Shop Creator.

Fans of Scotty Cameron putters will be excited to try out this latest offering. The new Custom Shop Creator is easier to use. The responsive design allows customers to design their putters on mobile devices. The newly reorganized workflow is centered on how a golfer thinks about their putter with design options organized by view.

Outsight added a number of shortcuts through the experience; providing links to popular search terms to reduce typing on mobile devices, offering popular Custom Shop packages like "Restore To Original" and "Authenticate Only" for each putter model, and creating a paintfill menu to give visibility to color limits and affording an easy way to swap a color throughout the putter design.

Perhaps most exciting to fans, the newly re-launched Creator takes realistic rendering to a new level, allowing customers to see their putter with a new finish color, new stamps or initials, opaque and translucent paintfill colors, stamped weights and even added sight lines and dots.

Of interest to the Scotty Cameron team, the new Custom Shop Creator is data-driven, built on Outsight's proprietary Content Management System (CMS) developed by their team of experts especially for product customization. It is now easier for program administrators to add new options, including new accessories, stamps, paintfills and even putters. Program options can be managed without time consuming and expensive custom programming within the design interface itself. In the new CMS, saved putter designs include full putter specifications, reducing questions on the custom shop floor and valuable insight into popular options and color combinations to better inform future program decisions.

"Our team at Outsight was thrilled when the Scotty Cameron team called on us to bring

more

our wealth of experience with online custom product design to their Custom Shop,” said Denise Preston, Founder and CEO of Outsight Interactive. “We set out to take photorealism and the putter design process to the next level for the consumer while at the same time reducing calls to the customer service team.”

About Outsight Interactive: Outsight is an award-winning web design and development firm with deep experience in building consumer product customization applications. Their client list includes major names in sporting and retail including Titleist, FootJoy, Cobra and Bauer. Their unique and customer-focused approach covers all aspects of the development process, from strategy to support. Outsight builds successful long-term relationships with its clients, helping to evolve their client’s digital business to meet changing technologies and customer needs.

ON THE WEB: www.outsightinteractive.com
www.scottycameron.com/customshop

CONTACT: Denise Preston, CEO Outsight Interactive
dpreston@outsightinteractive.com

#