



## SELF-V HEADCOVER

### HMD Helps Inventor Go From Idea to Production

#### CHALLENGE

The owner of startup Swing Snap Golf contacted HMD with an idea and a handmade prototype. His product would make it easy for golfers to record their swing, using a cell phone camera mount attached to a golf club headcover. Analyzing your swing can help amateur and pro golfers alike improve their game. Swing Snap had a manufacturer for the headcover, but needed our help to develop the cell phone mounting interface. The mount would need to hold a wide variety of phone sizes, from older, smaller models, to today's extra-large screens. It also needed to be easily removable from the headcover, while still secure enough to hold your phone.



#### SOLUTION

HMD helped Swing Snap Golf go from an idea to full-fledged production. We developed CAD models, then used 3D printed parts to test and fully develop the Self-V's swiveling, removable phone mount. We worked with Swing Snap and the plastics manufacturer to help launch the product into full production.

#### OUTCOME

Swing Snap's Self-V headcover is now used by over a thousand players worldwide, including professional golfers, and has even been named the official headcover of the Hurricane Junior Golf Tour 2017.

To learn more about Swing Snap Golf and the Self-V headcover, visit [swingsnappgolf.com](http://swingsnappgolf.com).



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