



PGA TOUR

Sports & Athlete Tracking

High-accuracy wearables for immersive tournament experiences

The Customer

The PGA Tour, the leading pro golf body in the U.S., needed real-time athlete tracking to power next-gen fan engagement.

The Challenge

- Positional **accuracy within 0.5m** - not met by any off-the-shelf devices
- **Tight deadlines** ahead of global tournament rollouts
- Lightweight, discreet trackers for **athlete wearability**
- **Reliable performance** across varied and outdoor venues

The Solution

Rapid Delivery: 200 custom GPS units built in 4 weeks using upgraded Zero hardware.

High Precision: 0.1–0.5m accuracy achieved in live tournament conditions, enabled by RTK technology.

Streamlined Distribution: Devices show competitor names on OLED for quick athlete allocation, with serials visible while charging.

On-Site Support: Lightbug engineers ensured seamless event integration.



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Core Product Used

Lightbug RPGA Custom Device

- ✓ Live tracking
- ✓ Easy to bulk charge
- ✓ API for broadcasting
- ✓ Wearable design
- ✓ Sports arbitration



The Results

On-Time Launch: Fan app deployed with real-time tracking as planned.

Precision Achieved: Fans accessed near-instant shot and movement data.

Scalable, Evolving Platform: Hardware matured across seasons to support future rollout.

Need live player tracking that actually works? [We can help.](#)