



## Creating the future of Lithuania

2014-2020 Operational  
Programme for the  
European Union Funds  
Investments in Lithuania

UAB RoundU Technologies Ltd. is implementing the EU-funded project 01.2.1-LVPA-T-848-02-0002 “Intelligent Service Delivery Process Management System Magnetica Golf Video Capturing for Integrated Golf Service Management”. The total value of the project is **€2,294,128.27**, of which **€1,690,884.18** comes from the European Regional Development Fund.

The support for the project implementation was granted under Measure No. 01.2.1-LVPA-T-848 Smart FDI under Priority 3 “Promoting the Competitiveness of Small and Medium Enterprises” of the Operational Programme for EU Structural Funds Investments for 2014–2020.

The project promoter is UAB RoundU Technologies Ltd., founded by United Perfectum Ltd, an Israeli software development company providing quality IT solutions. The company’s solutions cover all stages of the software development cycle: from business analysis and design to prototyping and deployment.

Golf, a game unique in its traditions, has become not only the world’s fastest growing sport in the world, but also a club activity that promotes active recreation and a culture of socializing. Golf courses, beautiful sports arenas, unique landscape parks that showcase the beauty of the country’s landscape. Golf development promotes tourism, recreation, and economic development in the country. Despite golf’s popularity, economic benefits, and health benefits, it is probably the least digitised sport.

The project shall develop the Magnetca Golf Video Capturing intelligent system, a software and hardware platform for flexible and integrated real-time management of golf service delivery processes using artificial intelligence and cloud computing

technologies. The system shall consist of video cameras placed at the perimeter of the playing field, which will be transmitted via a broadband link to a server located at the golf club. The information system will process the video images – statistical, visual, and complex analysis – and provide the golf club with the results needed to ensure the quality and complexity of the service. The data shall be stored in the cloud and will be accessible to the golf club administration and registered users (golf club members). The need for the Magnetca Smart Golf Video Capturing System is driven by the rapid development of golf infrastructure around the world, growing golf tourism, the need for modern technology in golf organisation, and the need for golfers to receive real-time information. The project's estimated eligible costs are €2,294,128.27. This expenditure is necessary for the implementation of research and experimental development activities. Some of the company's technological processes need to be modernised to reduce manual labour and increase productivity.