



Media Contact:
Kenni Driver
972-978-6455
Kenni.Driver@DriverPR.com

For Immediate Release

Tempo in Motion Launches First Tempo Radio that Improves Golf Performance

Beginning Golfers to PGA Pros Sign Up for Free One Month Trial

SANTA FE, NM, November 1, 2012 – [Tempo in Motion](#), a proven sports performance company, today launches its Tempo Tunes Radio that provides golfers a wide range of scientifically engineered music designed for practicing and improving their golf swings and shots using the correct tempo and rhythm per individual. The mobile Web app plays the Tempo Tunes and custom playlists on mobile devices, turning the devices into professional rhythm and tempo tools that go with them anywhere. Through Tempo in Motion, golfers test their swing tempo, enjoy training with Tempo Tunes Radio and learn from performance experts. Try it today with a free one month trial.

Tempo Tunes Radio

Have you ever noticed top athletes wearing headphones and listening to music before a big game to relax? What if they had listened to music that was developed to match their tempo and rhythm and through that process they built fluid movement that increased their performance? That is part of what Tempo in Motion has developed for athletes, beginning with golfers.

Research shows that music in sports can prepare you for competition in many ways. [Mike Boyko](#), founder and Chief Tempo Officer at Tempo in Motion, is a professional drummer who has performed with A-list music groups, a rhythmic coach, an avid golfer and a sports performance consultant who has developed a company that supports the research. Mike states, "Professional players know that music and rhythm have the power to improve performance on the field. Acknowledging that research, we developed an original system that provides click patterns, or auditory cues for movement, that prepare golfers for rhythmic transitions." Mike continues, "Every song has a beat structure. Golfers can utilize the beat to help them focus on the movement, perfect it and make it repeatable. When you customize Tempo Tunes tracks to the actual player, like we do, training activities elevate to a whole new level. You get better results in competition by creating the perfect motion through pleasurable training."

Dr. Lee Berk, President Emeritus at Boston's [Berklee College of Music](#), the leading educational institution in the instruction of contemporary music, said, "Music has many unexpected applications, such as the power of music to heal, known as the now-established discipline of Music Therapy. How exciting it is to see the developing applications of music to help athletes refine their skills!"

-more-

[Tempo in Motion](#) has a continually expanding music library composed by the best independent artists worldwide. The Tempo Tunes on the Tempo Tunes Radio are audio tracks engineered to fit the tempo of sports movements, including golf swings and shots. The Tempo Tunes are comprised of voice prompts, rhythmic patterns (“Click Patterns”) and instrumental music in many speeds and genres, including classical, country, rock, jazz, world and hip-hop. Once golfers know the tempo for their swings and shots, they can create and name custom playlists and listen to them anywhere.

Identifying Your Tempo

Tempo in Motion provides two ways for golfers to identify their tempos.

Tempo Finder

With the online Tempo Finder, the golfers visually compare their swings, strokes and shots to the audio and video of other golfers viewed on the screen. A variety of speeds are represented to determine the best match. Each speed is assigned a number that corresponds to music from the Tempo Tunes library or the Tempo Tunes Radio.

Tempo Analyzer

The online Tempo Analyzer provides a more accurate calculation of the golfer’s tempo because the analysis is conducted by looking at a short uploaded video of the individual’s full swing, putting stroke or short game shot. Trimming the video section to be analyzed makes it easy for golfers to calculate their tempos and select the most appropriate music.

Performance Expert Advice

“Tempo in Motion is the best means to find the sync in your swing,” said [Cameron McCormick](#), the Director of Instruction at Brook Hollow Golf Club in Dallas. “You’ll be amazed at how solid and straight you can start hitting the ball.” Cameron, who uses the full Tempo in Motion system for coaching, has been named the North Texas PGA’s Teacher of the Year and *Golf Digests* Top 40 under 40. He has coached [Jordan Spieth](#), the 2009 and 2011 US Junior Champion; LPGA tour player [Mina Harigae](#); [Jason Enloe](#), two time winner on the Nationwide Tour; and former United States [President George W. Bush](#). Cameron and Tempo Video: <http://cameronmccormickgolf.com/tempovideo/>

In addition to a mobile Web app, scientifically engineered music and other sports performance tools, subscribers learn from top level coaches and trainers who work with gold medal winners, Major golf champions, junior champions and more. Learn valuable information from these experts, including information about the mechanics and psychology of the game, how tempo and rhythm affect the game and how to strengthen the athletes’ biomechanical chain. Tempo in Motion’s philosophy is that tempo and rhythm are part of basic training and are interconnected with other training aspects such as biomechanics and sports psychology.

-more-

About Tempo in Motion

Tempo in Motion, a company that improves sports performance and gives athletes a solid and consistent tempo, provides golfers the first Tempo Tunes Radio with a wide range of scientifically engineered music designed for practicing and improving golf swings and shots using the correct tempo and rhythm per individual. The mobile Web app plays the Tempo Tunes and custom playlists on mobile devices, turning the devices into professional rhythm and tempo tools. Through Tempo in Motion, golfers test their swing tempo, train with Tempo Tunes Radio and learn from performance experts. The Tempo in Motion's brand is owned by B-Now Enterprises, a privately held corporation headquartered in Santa Fe, NM. For more information, visit www.tempoinmotion.com.

Tempo in Motion's Blog: <http://www.tempoinmotion.com/blog/>

Facebook: <http://www.facebook.com/pages/tempo-in-motion/145951400110>

Twitter: <http://twitter.com/tempoinmotion>

YouTube: <http://www.youtube.com/tempoinmotion>