

PointsMap helps tournament-goers Navigate the Green



Video Ideas Productions, a 24-year-old Chattanooga company, recently developed a program that will provide an easy navigating experience for those watching from home or those following on-site at the Children's Hospital Classic held at Black Creek.

The program, PointsMap, uses Google Maps technology and adds customizable points of interest (POI) so users can easily find the location of restrooms, first aid stations, parking, and other useful spots straight off a smartphone, iPad or computer. Each POI can feature multiple photos, descriptions, website links, videos, PDFs and customized menu buttons.

"It would be hard to navigate Black Creek

with the normal Google Maps, but we've added a layer on top of it so users can see the tee and green for every hole," says Jerry Waddell, president of Video Ideas Productions. "We'll also track the 12 to 18 leading players on the course so visitors can use PointsMap to track the pro-groups they wish to see."

The program, which is free to the public, was developed over the past year and was first used by Chattanooga State Community College to provide an online campus map for visitors and prospective students. Since then, PointsMap has been used for the Riverbend Festival, Chickamauga Battlefield, Fletcher Bright Company and will soon make its debut at Erlanger Health System.

"We're slowly beginning to introduce it



Video Ideas Productions President Jerry Waddell works on a program that will provide an easy navigating experience for those watching from home or those following on-site at the Children's Hospital Classic held at Black Creek.



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Hole 12
Par 4

Black	456 Yds	4 Handicap
Blue	416 Yds	4 Handicap
Gray	395 Yds	4 Handicap
Gold	372 Yds	4 Handicap
Green	296 Yds	4 Handicap


#12 Tee

N 35 deg, 0 min, 50 sec
W 85 deg, 23 min, 55 sec

Add to Itinerary

Directions

Hole #12: Dry Branch - Starting off our own version of "Amen Corner", the long 12th features a hazard running along the entire right side of the drive zone and then crossing the line of play, just short of the green. As players place their tee shot closer to the creek, the more favorable their angle into the green.



To add a point or edit existing points or categories, hold CTRL-SHIFT-ALT and click on the map

Children's Hospital Classic

In it's 9th year the Chattanooga Nationwide Tour event has a new name. The former Chattanooga Classic is now known as the Children's Hospital Classic. Past winners of the Chattanooga Classic are: [\(more\)](#)




hits the spot.

New features 5/15 jerry

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Map Satellite Hybrid Terrain



200 ft
100 m

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A computer screenshot taken online illustrates various points and information about the course at Black Creek Club.

[in Chattanooga] first and work out all the bugs," says Waddell. "It's already using the incredible Google technology; we're just taking this technology and putting it into the users' hands."

The Children's Hospital Classic will be merging PointsMap and Twitter to provide real-time reporting to accompany the tracking of pro-groups on the map. As many as four students on the Baylor golf team, two of whom are native speakers of Spanish and German, will be updating the map coordinates for the players while reporting about the event via Twitter using the hashtag #chclassic2011.

"We have an unusually receptive community and

[CHC tournament director] Mickey McCamish just keeps giving us the green light," says Jim Frierson, board member of the Chattanooga Technology Council and Baylor School alum, of the influx of technology at the event.

Frierson says he believes the event will be "so much more active and dynamic" because viewers, whether on the green or at home, can follow the players' progress closely on Twitter and PointsMap rather than only following the score.

"It's good to have this tournament on the leading edge of technology and do some things that are pretty unique," says McCamish. "That's one of the goals

we have."

PointsMap is available for purchase for businesses, organizations and events at the cost of an initial fee to build the map and then an ongoing hosting fee for the Web page. After the page is customized by Video Ideas Production for an organization, members of the public can access the page at no charge to them.

Fliers with a QR code leading directly to the PointsMap website will be available at the CHC or guests can visit www.pointsmap.com/chc.

For more information on PointsMap, visit www.videoideas.com or call Jerry Waddell at 423-894-2677. ●