



TrackMan Inc.

Company Description

Trackman is a world-renowned pioneer in sports technology and data analytics, headquartered in Vedbæk, Denmark. Established in 2003 by brothers Klaus and Morten Eldrup-Jørgensen along with radar engineer Fredrik Tuxen, the company was born from a singular vision: to apply military-grade Doppler radar technology to the world of sports. This innovation fundamentally changed how ball flight is measured, moving away from optical estimations to high-precision, real-time tracking of a ball's entire trajectory from impact to landing.

Today, Trackman is the undisputed gold standard in the golf industry. Its technology is used by nearly every professional on the PGA Tour, as well as leading equipment manufacturers like Ping, TaylorMade, and Titleist for research and fitting. By capturing over 20 specific data points—such as spin rate, launch angle, and club path—Trackman provides athletes and coaches with actionable insights that were previously invisible to the naked eye. This data-driven approach has transformed coaching from a subjective art into a precise science.

Beyond golf, Trackman has become an essential pillar of professional baseball. Since its full integration into all 30 Major League Baseball (MLB) stadiums in 2015, the system has provided the underlying data for player evaluation and scouting. In Japan, professional teams rely on Trackman to optimize pitcher performance and analyze hitting mechanics. The company's influence also extends to other sports, including soccer, tennis, and even Olympic field events like hammer throw, helping athletes at the Tokyo Olympics refine their techniques through rigorous data analysis.

Trackman's current focus is on democratizing this elite technology for all enthusiasts. Through products like "Trackman Range," which turns ordinary driving ranges into data-rich entertainment venues, and "Virtual Golf," which offers hyper-realistic indoor simulation, the company is making golf more accessible and engaging for the next generation. The software ecosystem, including a robust mobile app and cloud-based data storage, ensures that players can track their progress anytime, anywhere.

As a private company with a strong Scandinavian culture of innovation and collaboration, Trackman continues to push the boundaries of what is possible. With over 600 employees worldwide, half of whom are based in Denmark's R&D hub, the company remains dedicated to its mission: helping athletes at every level unleash their full potential through relentless technological advancement. Trackman is not just a hardware manufacturer; it is the platform where sports meet the future.

Company Details

Head Office

Denmark

Main Business

レーダー技術を用いたスポーツ用弾道測定器（ゴルフ、野球、サッカー、テニス等）、ゴルフシミュレーター、および分析用ソフトウェアの開発・製造・販売

President

セバスチャン・エルドラップ・ヨルゲンセン

Established

2016年01月

Capital

100万円

Number of Employees

11 - 50

URL

<https://www.trackman.com/ja>

Offices

Main Office

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