

Driving tech forward with TGL.

From screens to support, Best Buy® Business helped TGL revolutionize the game.



The Client

TMRW Golf League (TGL) is reimagining the game of golf. Founded by professional golfers Tiger Woods and Rory McIlroy, along with media executive Mike McCarley, TGL is a 3-on-3 indoor golf league that bridges cutting-edge golf technology with in-person competition to create a fast-paced golf experience.

The SoFi Center, home to TGL, is a first-of-its-kind arena. Featuring a 64-foot by 53-foot simulator screen on top of a morphing green, this arena transforms into 30 different hole layouts, including fairway, rough and sand surfaces.

The Challenge

An innovative golf league deserves innovative technology to match—however, building a new arena from scratch, especially the first of its kind, is no easy feat. Jordan King, TMRW Sports Vice President of Venue Operations, explains, “Everything inside the SoFi Center has never been done before. There’s not another venue like it of its kind.”

“We wanted someone who could provide the high-quality products, deliver it, install it, maintain it and lastly, a provider that could do it in the extremely rapid timeframe that we built this project,” Andrew Macaulay, TMRW Sports Chief Technology Officer, recounted.

“They’re like our digital caddie. They’re always there to support us. They’ve always got the right information. We trust them entirely.”

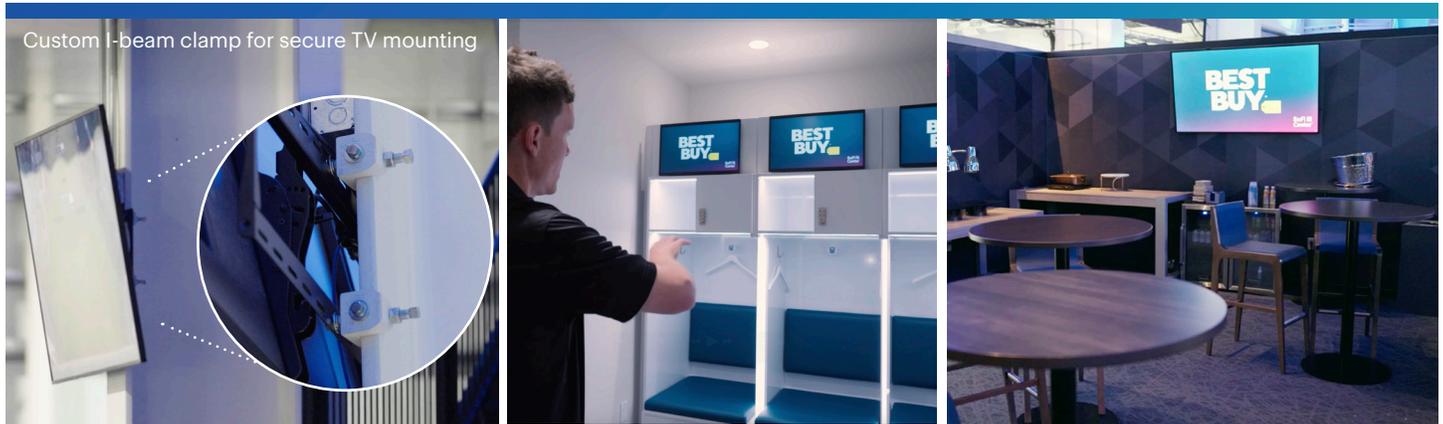
*— Jordan King,
TMRW Sports
Vice President, Venue Operations*

The Solution

What started as a need for a partner to procure and install TVs and digital displays evolved into a full-scale entertainment technology partnership. We provided TGL with a single point of contact—their account manager, who not only takes the time to understand the technology challenges but also catalyzes a tailored solution to fit their needs.

From procurement and custom engineering to ongoing game-day technology support, Best Buy Business and TGL have partnered to enhance the golf spectator experience by enriching the game with technology.

[Click here to watch the video](#)



Custom Engineering

The never-been-done-before excites both TGL and Best Buy® Business. When it came time to install TVs on the I-beam structures throughout the stadium, we encountered an issue: I-beam mounts are not designed to fit these specific beams, and drilling into an I-beam isn't feasible.

The engineering team at Best Buy Business developed a custom clamp that allows for the secure mounting of a TV to the I-beams. This innovative solution not only overcame the installation challenges but also ensured a cohesive integration of technology into the stadium's unique architecture.

Project Management

With a first-of-its-kind venue and an aggressive timeline, TGL needed more than just great technology; they needed precise coordination.

Best Buy Business provided a dedicated project manager, keeping every phase organized and on track. From logistics to installation, the project manager ensured all teams were aligned and meeting timelines.

As challenges arose, from design changes to shifting schedules, the project manager adapted quickly, making real-time decisions that kept momentum strong. This hands-on approach gave TGL confidence that every detail was being managed with care, allowing them to focus on launching a revolutionary sports experience.

Pre-Provisioning

Simple and seamless is the name of the game. Pre-provisioning does just that. Reducing time, cost and risk of damage, all displays were delivered onsite, where local Geek Squad® Agents unboxed each display to verify any concealed damage. Then, Agents asset tagged and pre-provisioned for efficient installation.

Dynamic Displays

118 Samsung commercial displays, ranging from 13 inches to 85 inches, span across the entire venue concourse. No matter where attendees and players are in the stadium—the upper mezzanine, any suite, the locker rooms and the VIP room—they are connected to the action on the green.

Running off L Squared, these displays offer a dynamic way to enjoy the match. Every display is remotely scheduled and managed from anywhere with a Wi-Fi connection. Best Buy Business integrated both DirecTV and the in-house broadcast system, giving SoFi Center the flexibility it needs to enhance the spectator experience through technology—anywhere in the arena.

A connected experience isn't just for the spectators. This dynamic signage solution also changes for each player, depending on their location—from the practice simulator bays to the locker room; the signage content experience shifts based on their warm-up and post-competition schedule.

Audio

The immersive sound experience adds a whole new layer of excitement to TGL events. By distributing over a hundred wireless earbuds, TGL engaged fans like never before, allowing them to listen to real-time commentary from players wearing microphones during the action.

To elevate the audio experience, Best Buy Business collaborated with Listen Technologies to craft an innovative solution: a wireless receiver and headset system that allows TMRW staff and media correspondents to stay tuned into live broadcasts from anywhere in the stadium.

Additionally, in the VIP room, 28 Sonance commercial in-ceiling speakers provide audio versatility suited for both TGL matches and private events.

Appliances

A fully equipped locker room and suites keep drinks cool as the competition heats up, thanks to Magic Chef commercial refrigeration units. Known for their reliable performance, energy efficiency, ample storage space and advanced cooling technology, these units ensure that athletes and guests alike can enjoy refreshing beverages at the ideal temperature.

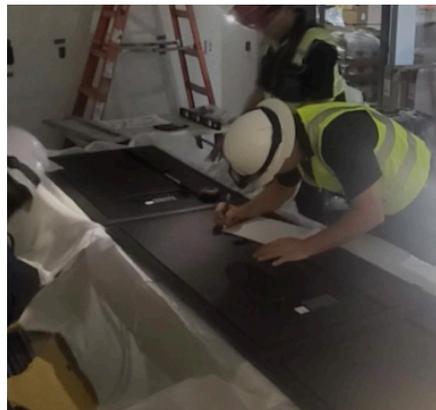


Ongoing relationship:

As the TGL season progresses, Best Buy Business and TGL continue to collaborate closely. With our Smart Hands support, Agents reduce the risk of malfunctions and downtime. Each match has two IT experts proactively monitoring technology. Beginning 3 hours prior to the match, the Agents complete a pre-match walk and validate that all technology is properly functioning, and continue to monitor devices throughout the match, responding to issues as they arise quickly. Smart Hands support alleviates the need for TGL to source staffing by trusting our expert W-2 workforce to continue providing a streamlined technology experience.



Project at a glance:		
Custom engineering: Developed a custom, secure TV mounting solution	Dynamic displays: 118 Samsung commercial displays, equipped with L Squared	Appliances: Procured and installed 30 Magic Chef commercial refrigeration units
Pre-provisioning: Activated onsite display unboxing, staging and asset tagging	Audio: Distributed over a hundred earbuds and installing 28 Sonance speakers	Smart Hands services: Reducing the risk of malfunctions and downtime with expert IT assistance during events



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