

## Paradym Ai Smoke HL Irons Media Summary Sheet

**One-liner:** *Sweeter From Every Spot*

**Product Intro:** The Paradym Ai Smoke irons represent a total revolution in iron performance. The Ai Smoke family of irons utilizes the most advanced iron face in Callaway history: the Ai Smart Face.

Our Ai Smart Face is designed using real player data and advanced machine learning to create a series of sweet spots all over the face, resulting in exceptional distance with tight dispersion. The HL (High Launch) model is made for golfers who need higher launch to maximize distance and hit more greens with average to high swing speeds looking to maximize distance and improve dispersion.

### Features & Benefits:

#### **A Total Revolution in Iron Performance from an Industry-First Ai Smart Face™**

The all-new Ai Smart Face optimizes iron performance using swing data from thousands of real golfers. This set of swing dynamics, or Swing Code, consists of swing speed, club delivery, and face orientation just prior to impact. The result is a face that promotes maximum distance with tight dispersion into the green.

#### **Balancing Distance, Control, and Precision Through Ai Advancements**

Traditionally, longer club lengths promote increased swing speed and more distance, but at the cost of control. Through our innovative Ai process, golfers can experience the distance benefits of ¼" longer clubs in the mid and long irons while maintaining tight dispersion into the green.

#### **Modern Design Meets Classic Cavity Back Construction**

The HL model is intelligently designed in a deep cavity back construction. This proven design is combined with precision tungsten weighting to produce a low, deep CG for a high, towering flight. An all-new shape consists of longer blade lengths and optimal sole and topline widths to create a confident, yet clean look at address.

#### **Improved Turf Interaction from Dynamic Sole Design**

The all-new Dynamic Sole Design features a pre-worn leading edge with variable bounce that cuts through the turf with extreme efficiency. This dynamic design promotes crisp contact on all shots and is engineered to provide exceptional forgiveness.