

Paradym Ai Smoke 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. The Ai Smart Face is designed using real player data and advanced machine learning to create a series of sweet spots all over the face. The result is exceptional distance with tight dispersion. Paradym Ai Smoke model is best suited for golfers 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.

Contemporary Design Meets Hollow-Body Innovation

Modern shaping and hollow-body construction melds form and function, delivering a seamless blend of modern sophistication and innovation. The new, modern shape consists of longer blade lengths, thinner toplines, and optimized sole widths to create a forgiving, yet streamlined 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.