

Paradym Ai Smoke MAX Fast 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 improved dispersion. The Max Fast model is made for golfers who need to optimize swing speed and increase launch to maximize distance and hit more greens.

Features & Benefits

A Total Revolution in Iron Performance from the Industry-First Ai Smart Face™

The all-new Ai Smart Face™ optimizes performance using pre-impact data from thousands of real golfers. This set of swing dynamics, or Swing Code, consists of swing speed, club delivery, and face orientation all prior to impact. We used this data to create an Ai Smart Face that launches higher with more spin to maximize distance.

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 upholding precision and tight dispersion.

Modern Design Meets Cavity Back Construction

The Max Fast 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 the 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.

Effortless Distance with the Max Fast Spec

The Max Fast version is designed to help golfers increase their swing speed and launch. This model features more loft and lightweight components, including a 40g shaft, to ensure an easy, high launch.