

Flash Face Technology

Flash Face's unique, internal mapping consists of dozens of subtle ripples flowing from heel to toe. Though the size, height and configuration of the ripples appears random, they in fact work together cohesively to elevate COR in the face's centre region. That convention-defying accomplishment results in a significant ball speed boost for a noticeable distance increase when you make solid contact, helping make your longest drives go even longer.

Flash Face's sophisticated architecture was created by Artificial Intelligence – the first known instance of using A.I. in the golf equipment industry. For the first time Callaway R&D has used A.I. -- and "Machine Learning," a field of computer science that uses statistical techniques to give computer systems the ability to "learn" with data without being explicitly programmed. A new driver face design typically takes eight to ten iterations. Through machine learning, our computers cycled through 15,000 face architecture iterations, learning from each one, before arriving at Flash Face in the driver.

The distinctive topography on the inner side of the Flash Face is forged from 595c titanium that is subjected to a distinctive heating process that combines a low modulus measurement, for flexibility and speed, with excellent strength properties. Employing A.I. allowed Callaway engineers to speed the evolution of face technology dramatically.