

# TAGMARSHAL NEW 2WAY 8INCH CART SCREENS






## FOR CART GOLF COURSES

Optimize your on-course operation with the **NEW Tagmarshal 2Way 8inch Cart Screens**, giving you the tools to **manage course traffic effectively, increase efficiency, enhance the player experience and generate additional revenue.**

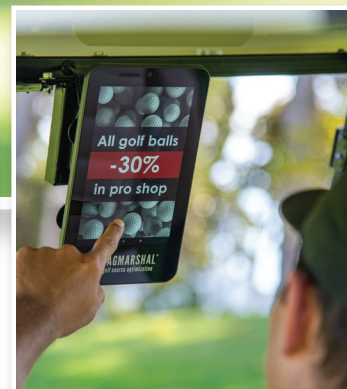
Supported by powerful data insights and reporting in the Analytics Hub, help your course to set goals, track and optimize – **driving continuous improvement, season after season!**

### TAGMARSHAL IS A TRUSTED PARTNER TO:

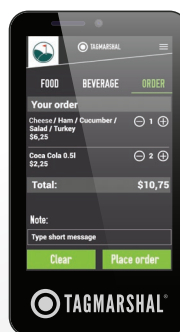
-  **30 of Top 100 Courses**
-  **+500 other Private, Daily Fee, Resort and Golf Management Groups globally**
-  **Many \$30-\$50 green fee courses**

### TAGMARSHAL 2WAY 8INCH CART SCREEN SPECIFICATIONS:

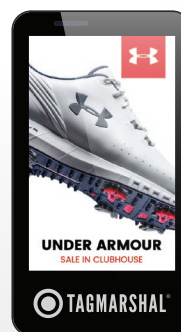
- **Bigger 8inch screen**
- **Military grade accuracy**
- New **Ultra High-resolution** display
- **3 x Brighter screen** (1000 NITS – quality of iPhone 13 Pro)
- **Robust construction** – no additional protection required
- **IP65 certified (dust proof, water resistant)**
- **Adjustable center screen mount** for comfort
- **External battery** / under the dash: protected from sun
- **Tried and tested** in agricultural and other robust outdoor environments



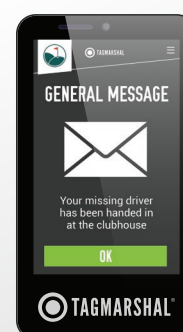
#### LIVE MAP WITH RANGE FINDER



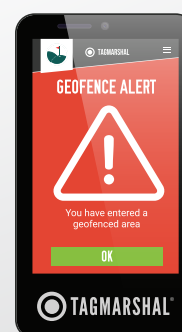
#### FOOD ORDERING



#### ADVERTISING MODULE



#### MESSAGING



#### GEOFENCE & WEATHER ALERTS

### TAGMARSHAL INTEGRATES WITH LEADING TEE SHEET PROVIDERS AND GOLF GENIUS



#### CONTACT US:

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TAGMARSHAL.COM - GOLF COURSE OPTIMIZATION



**TAGMARSHAL**  
golf course optimization

# MATERIAL BENEFITS TO YOUR OPERATION



## ENHANCE PLAYER EXPERIENCE

- Optimal **pace and flow of play**
- Easy **player navigation** via touch screen menu
- **Accurate yardage** showing front, back and middle of green
- Self-manage pace with **pace tracker**
- **2Way communication** for emergencies, group round info
- **Custom messaging** for specific groups or whole field
- **Weather warnings, Pace alerts** and active **Geofencing alerts**
- **Order F&B** from cart – easy & convenient!



LIVE MAP WITH RANGE FINDER



## INCREASE EFFICIENCY

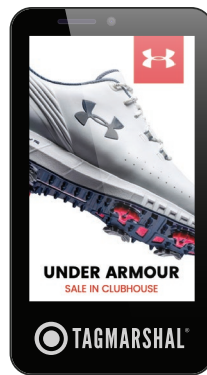
- Full, Real-time **oversight of course**
- **Live Map** shows all playing groups and maintenance carts
- **Highlights problem groups** causing delays vs those affected
- **Manage remotely** from phone, tablet or pro shop PC
- **Proactively identify & resolve issues** before affecting field flow
- **Utilize less resources** – know which groups to approach & assist
- Have neutral, objective **discussion supported by data**

INTUITIVE INTERFACE



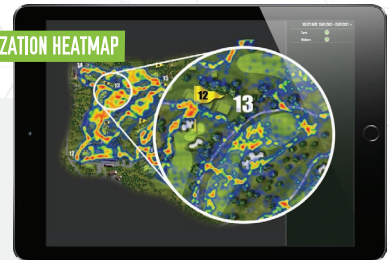
## GENERATE ADDITIONAL REVENUE

- **Advertising Module** for Pro shop or Clubhouse specials
- **Sell third party Advertising space** & generate Ad revenue!
- Use Gap time monitor to **optimize flow**
- **Optimize tee sheet**: more capacity
- Generate significant **additional tee sheet revenue**
- Additional players, **spend more on F&B and in Pro shop**
- Positive player experiences **drive repeat play** and keep members loyal!



ADVERTISING MODULE

UTILIZATION HEATMAP



## PLUS TAGMARSHAL ADDS VALUE TO SUPERINTENDENTS TOO!

- **Identify viable gaps** in field with real time Live map, see where players are
- **Increase efficiency** – maintenance teams can get more work done
- Full line of sight and **tracking of maintenance machinery and moving sequences**
- **Heatmap visualization**: identification of high wear and tear and compaction risk areas
- **Geofencing features and alerts** enforces compliance by players

[READ MORE](#)

# CHOOSE THE OPTIMIZATION PACKAGE

## FOR YOUR 2WAY CART SCREENS

### SOFTWARE PACKAGES:

Drive ongoing improvement with data driven insights and reporting.

**Choose the optimization software package** that best suits to your course:



#### TAGMARSHAL GO

- **Cost-efficient GPS cart tracking**, to manage your cart fleet.
- **Fast implementation**, easy to use, and cost effective.



#### TAGMARSHAL TRACK

- **Real-time line of sight** and geofencing, with optional modules to manage day-to-day operations and course traffic.
- **Choose** which **additional features** to purchase.



#### PREMIUM OPTIMIZER

- **Full suite of Optimization features**, including the Analytics Hub.
- Best suited for courses who want to **set goals, track and optimize, to improve.**

### OPTIMIZATION SOFTWARE FEATURES INCLUDE:

#### 1. INTUITIVE INTERFACE

An easy to use, intuitive interface and menu, means that you have full line of sight of your course.



#### 2. GEOFENCING

Help Superintendents and Maintenance team to protect sensitive or



#### 3. DETAILED ANALYTICS

Best in class data insights to give you immediate line of sight of on-course operations.



#### 4. GOAL SETTING

Set goals for key metrics to benchmark, measure and optimize performance.



#### CONTACT US

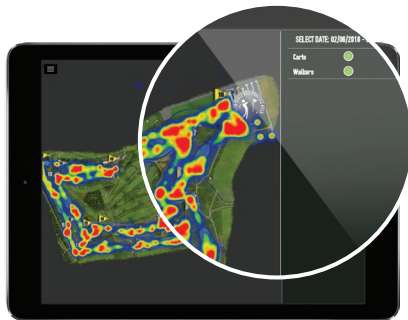
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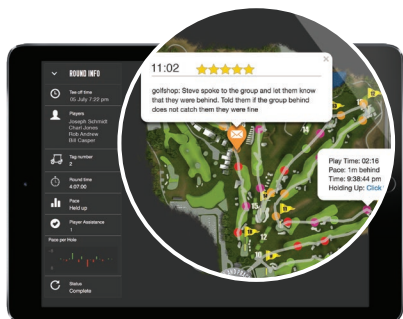
# OPTIMIZATION SOFTWARE FEATURES

## ON THE TAGMARSHAL SYSTEM



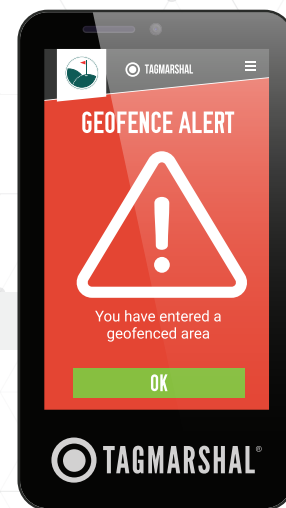
### 5. UTILIZATION HEATMAPS

Allow you to see which parts of the course are being under or over utilized, to assist course maintenance.



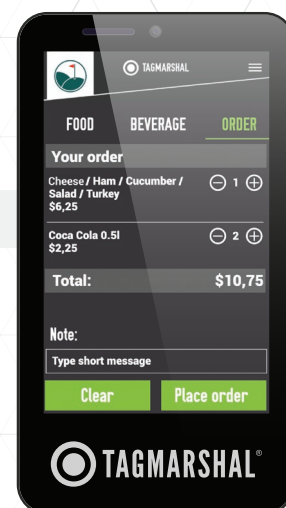
### 7. INDIVIDUAL MEMBER PROFILES / ROUND HISTORY

Find out who your consistently fast or slow players are and assign tee off times accordingly.



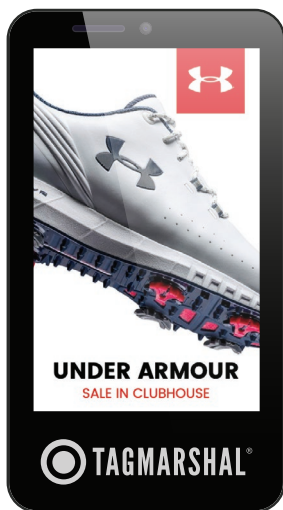
### 6. ALERTS MODULE

Push messaging to players, via pop-ups onto their 2Way screens.



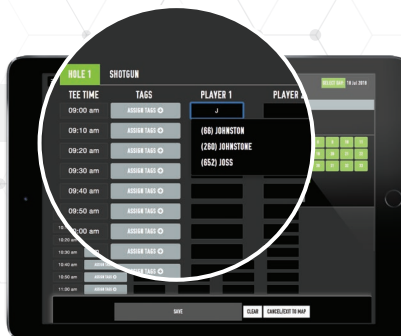
### 8. FOOD ORDERING MODULE

Players can now order F&B from their 2Way cart screens, before reaching the halfway house.



### 9. ADVERTISING MODULE

Place third party advertising onto your 2Way cart screens, generating additional course revenue.

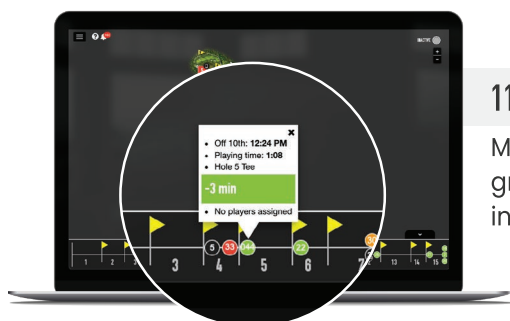


### 10. EASY TEE ASSIGNMENT

To build Player / Caddie / League profiles & manage starter accuracy, it is essential that you assign groups to your tee times.

### 11. GAP INTERVAL MODULE

Monitor the time and distance between playing groups to identify opportunities for reduction in gap intervals and optimization of tee sheet capacity.



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# OPTIMIZATION SOFTWARE FEATURES

## ON THE TAGMARSHAL SYSTEM



### GOLF GENIUS INTEGRATION



### GEOFENCE ALERTS



### RETAIL LEASE-TO-OWN PRICE

3YR CONTRACT	Minimum Units	Installation & Training Fee	Hardware Purchase	GO	TRACK*	PREMIUM OPTIMIZER
		Upfront		Ongoing Monthly Fee		
CLASSIC	30	FREE	-	\$ 9.90	\$ 15.90	\$ 20.90
CLASSIC - INSTALLED	40	FREE	-	\$11.90 **	\$ 17.90	\$ 22.90
2WAY HANDHELD (INCL. GPS)	30	FREE	-	-	\$ 22.90	\$ 29.90
2WAY 8INCH CART SCREENS (incl. GPS)	40	FREE	-	-	\$ 30.90	\$ 36.90
STEP 1 - CHOOSE HARDWARE OPTION				STEP 2 - CHOOSE SOFTWARE OPTION		

\*Additional features per module = \$ 2.50 / tag

\*\*Tagmarshal installation available on request, at additional cost.

• \$250 Mapping Fee applies to Tagmarshal Go.

• Our Lease-to-own options are provided through Tagmarshal's third party providers. Credit approval is required.

Dated June 2022 - Prices & Detail subject to change

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# PRODUCT FEATURES

TAGMARSHAL GOLF COURSE OPTIMIZATION SOFTWARE AND PACE AND FLOW OF PLAY MANAGEMENT SYSTEM HAS THE RIGHT SOLUTION FOR YOUR COURSE.



SOFTWARE OPTION	GO	TRACK	PREMIUM OPTIMIZER
Mode	cart / mobile / combined	cart / mobile / combined	cart / mobile / combined
System default / minimum tracking tags	36	36	36
Contract period	36 months	36 months	36 months
Installation	DIY* installation	Tagmarshal installation	Tagmarshal installation
Live map - field tracking	●	●	●
Pre-emptive in-play alerts / algorithms	●	●	●
Geofencing	●	●	●
Trackmaps unlimited	(Cart location history - up to 3 months)	●	●
Player assistant / Marshal / Ranger tracking	●	●	●
Superintendent / maintenance vehicle tracking	●	●	●
Drinks cart tracking	●	●	●
Shotgun tracking		●	●
Tee times page - Tee times integration**		●	●
Basic stats page		●	●
User management portal and staff profiles		●	●
<b>ANALYTICS AND REPORTING</b>	Not Applicable	[optional module \$2.50 pm per unit]	●
Analytics Hub		*	●
Benchmark - goal setting / reporting / email reports		*	●
Dynamic Goal Times		*	●
Gap time tracker		*	●
<b>PLAYER EXPERIENCE MODULE</b>	Not Applicable	[optional module \$2.50 pm per unit]	●
Player / Caddie Pace profiles		*	●
On-course Interaction Tracker		*	●
VIP tracking		*	●
End of round alerts		*	●
<b>FLEET / GEOFENCE / ALERTS MODULE</b>	Not Applicable	[optional module \$2.50 pm per unit]	●
Geofencing and Alerts		*	●
Sms / phone priority notifications		*	●
Cart alert buzzer sound		*	●
Coming soon: Vehicle Usage Hours		*	●
Utilization Heatmaps		*	●
<b>2WAY SPECIAL FEATURES</b>	Not Applicable	[optional module \$2.50 pm per unit]	●
Advertising		*	●
Food Order		*	●
Coming soon: Smart notifications		*	●
<b>CONSULTING SERVICES</b>			●
Detailed seasonal stats reports/ analytics			●
<b>FUTURE MODULES &amp; INNOVATIONS</b>			●

## TERMS & CONDITIONS:

- 2way mounting bracket = Centre mount (Standard)
- Installed products available in North America, Europe and South Africa Only. Alternatively, co-op buying (minimum 300 pieces per region)
- For mobile products outside of North America, Europe and South Africa, additional data may apply on a country specific basis
- Lease-to-own option provided through Tagmarshal's 3rd party partner providers. Credit approval required.
- Additional set-up and installation fees will apply if requirements are lower than minimum order quantity.
- All training, mapping, course calibration & set-up is included in the installation & training fee.

- All ongoing system support is included.
- \*Tagmarshal installation available on request, at additional cost.
- Warranty includes software and system, but excludes damage caused by wear and tear.

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