

TAGMARSHAL 2WAY MOBILE SCREENS






FOR WALKING GOLF COURSES

Optimize your on-course operation with Tagmarshal 2Way mobile 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**
-  **+300 other Private, Daily Fee, Resort and Golf Management Groups globally**
-  **Many \$30-\$50 green fee courses**

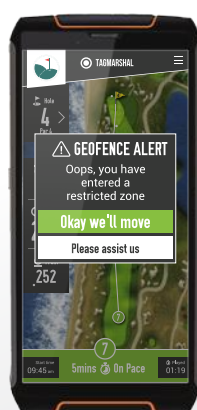


TAGMARSHAL 2WAY MOBILE SCREEN SPECIFICATIONS:

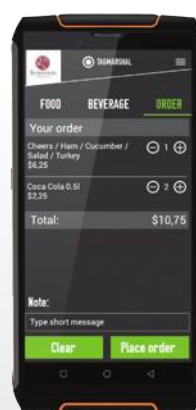
- **Robust** 5.5 inch Mobile screens, designed for outdoors
- **Easily attaches** to golf bags
- Military grade **GPS accuracy**
- **Tough rubber casing**
- 720 x 1440 pixels, 24 bit **High resolution**
- **Glare proof display**
- **Adjustable screen mount** for optimal visibility
- 1 day (two rounds) battery life



LIVE MAP WITH RANGE FINDER



GEOFENCE ALERTS



FOOD ORDERING



WEATHER ALERTS



ADVERTISING MODULE

TAGMARSHAL INTEGRATES WITH LEADING TEE SHEET PROVIDERS



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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 device – easy & convenient!



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**

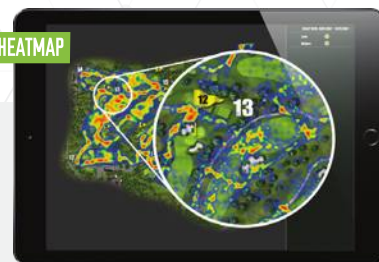


GENERATE ADDITIONAL REVENUE

- **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 experience **drive repeat play** and keep members loyal!



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

CHOOSE THE OPTIMIZATION PACKAGE

FOR YOUR 2WAY MOBILE 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

- **Basic GPS** cart and walking golf tracking, to manage your cart fleet and course traffic.
- **Fast implementation**, easy to use, and Cost effective.



TAGMARSHAL TRACK

- Standard **line of site and geofencing** in real time, 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 prohibited areas of the course.



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.



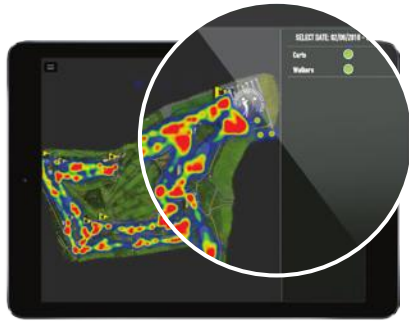
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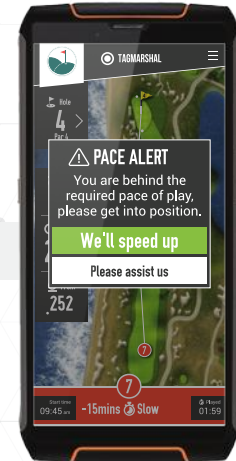
OPTIMIZATION SOFTWARE FEATURES

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.



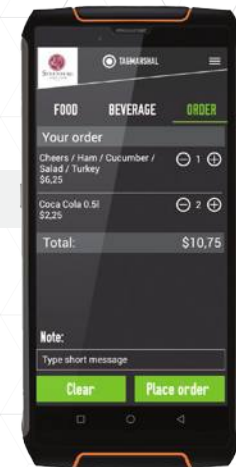
6. ALERTS MODULE

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



7. INDIVIDUAL MEMBER PROFILES / ROUND HISTORY

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



8. FOOD ORDERING MODULE

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



9. ADVERTISING MODULE

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

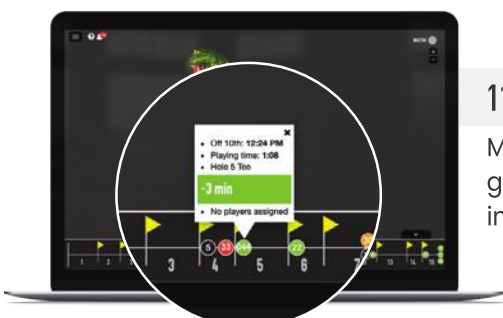


10. EASY TEE ASSIGNMENT

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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PRODUCT FEATURES



TAGMARSHAL GOLF COURSE MANAGEMENT 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
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		●	●
ANALYTICS AND REPORTING	Not Applicable	[optional module \$2.50 pm per unit]	●
Analytics Hub		*	●
Benchmark - goal setting / reporting / email reports		*	●
Dynamic Goal Times		*	●
Gap time tracker		*	●
PLAYER EXPERIENCE MODULE	Not Applicable	[optional module \$2.50 pm per unit]	●
Player / Caddie Pace profiles		*	●
On-course Interaction Tracker		*	●
VIP tracking		*	●
End of round alerts		*	●
FLEET / GEOFENCE / ALERTS MODULE	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		*	●
2WAY SPECIAL FEATURES	Not Applicable	[optional module \$2.50 pm per unit]	●
Advertising		*	●
Food Order		*	●
Coming soon: Smart notifications		*	●
CONSULTING SERVICES			●
Detailed seasonal stats reports/ analytics			●
FUTURE MODULES & INNOVATIONS			●

TERMS & CONDITIONS:

- 2way mounting bracket = Side pole 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.

* Dated October 2021 - Prices & Detail subject to change

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