

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:

- 40 of the Top 100 Courses
- 600+ other Private, Daily Fee, Resort and Golf Management Groups
- Many \$40-\$60 green fee courses

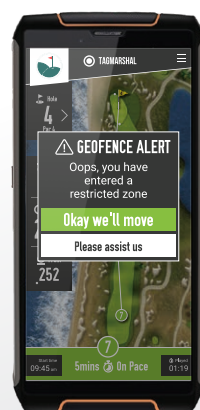


TAGMARSHAL 2WAY MOBILE SCREEN SPECIFICATIONS:

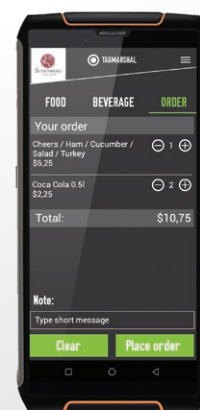
- **Robust** 5.5 inch Mobile screens, designed for outdoors
- **Easily attaches** to golf bags
- Military grade **GPS accuracy**
- **Tough rubber casing**
- 720 x 1440 pixels, 24 bit **High resolution**
- **Glare proof display**
- **Adjustable screen mount** for optimal visibility
- 1 day (two rounds)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



LIVE MAP WITH RANGE FINDER



GEOFENCE ALERTS



FOOD ORDERING



WEATHER ALERTS

TAGMARSHAL INTEGRATES WITH LEADING TECH 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!



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



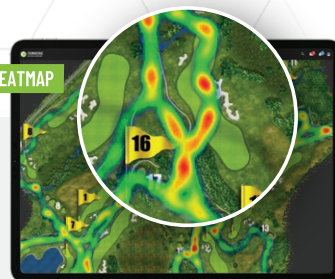
GENERATE ADDITIONAL REVENUE

- **Advertising Module** for Pro shop or Clubhouse specials
- 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!



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 MOBILE SCREENS

SOFTWARE PACKAGES:

Drive ongoing improvement with data-driven insights and reporting. Choose the optimization software package that best suits your course:



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 that want to set goals, track and optimize, driving continuous improvement.

OPTIMIZATION SOFTWARE FEATURES INCLUDE:

LIVE MAP

Real-time, full line of sight of your course for proactive pace management and targeted use of player assistants.

GAP TIME MONITOR

Manage the field via a visual representation of the distance and time between groups, for optimal pace and flow and an enhanced player experience.



ANALYTICS HUB

Best-in-class data insights to spot trends for better decision-making and optimal course management.



TEE SHEET AUTO ASSIGNMENT

Building player profiles is easy with the intuitive system, combining tee sheet data and GPS technology to auto-assign players to tracking devices.



TRACK MAP

A complete record of every round played to aid with fact-based discussions and accountability.



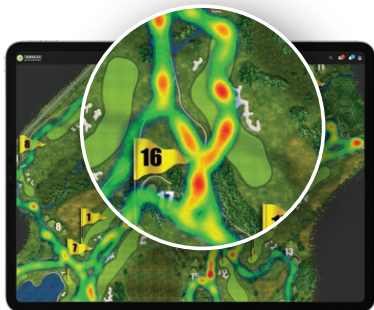
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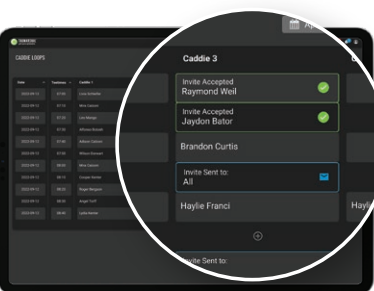
OPTIMIZATION SOFTWARE FEATURES

ON THE TAGMARSHAL SYSTEM



HEATMAP VISUALIZATION

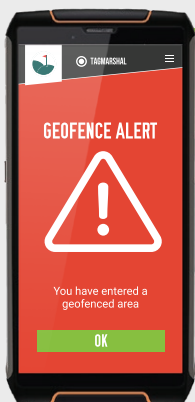
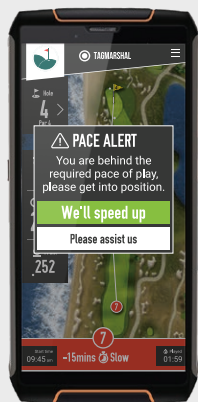
Allows you to see which parts of the course are being under- or overutilized, to **assist course maintenance**.



CADDIE MANAGEMENT MODULE

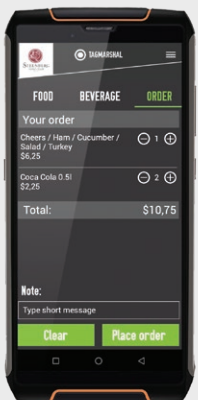
Assign and manage your team of Caddies with ease, whether they're independent or internal.

TAGMARSHAL 2WAY FEATURES



ALERTS MODULE

Send **automated geofence and pace alerts** directly to players, protecting sensitive turf and saving your team labor hours. **Customize messages** for certain groups or the entire field.



FOOD ORDERING MODULE

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

GOAL SETTING MODULE

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



GEOFENCING

Helps Superintendents and Maintenance teams to **protect sensitive or prohibited areas** of the course.



PLAYER PROFILES

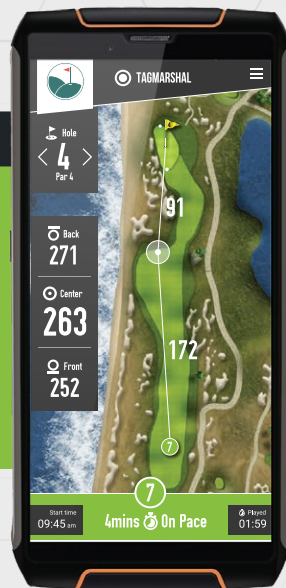
Identify your quicker and slower players and **assign tee times accordingly**.



LIVE MAP

Enhance the player experience with **to-the-pin yardage, real-time pace tracking, F&B orders, direct messaging** and more, all easily accessible via the HD touchscreen devices.

Give your players **line-of-sight** of each hole with range-finding capabilities and the ability to **self-manage pace** against your goal time.



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OPTIMIZATION SOFTWARE FEATURES OF THE TAGMARSHAL SYSTEM



GOLF GENIUS INTEGRATION

Live scoring, leaderboard functionality and more for tournaments via Tagmarshal's 2Way cart screens.

GEOFENCE ALERTS

Automated alerts to notify players and staff every time a geofence breach occurs.



Retail LEASE-TO-OWN

3YR CONTRACT NO SEASONAL DISCOUNT APPLIED	Minimum Units	Installation & Training Fee	TRACK*	PREMIUM OPTIMIZER
			Upfront	Ongoing Monthly Fee
CLASSIC	30	\$25.00	\$16.90	\$22.90
CLASSIC - INSTALLED	40	\$40.00	\$18.90	\$24.90
2WAY HANDHELD (INCL. GPS)	30	\$30.00	\$26.90	\$34.90
2WAY 8" CART SCREEN (INCL. GPS)	40	\$65.00	\$34.90	\$42.90
2WAY 10" CART SCREEN (INCL. GPS)	40	\$65.00	\$39.90	\$47.90

STEP 1 - CHOOSE HARDWARE OPTION

STEP 2 - CHOOSE SOFTWARE OPTION

- * Additional features per module = \$ 2.90 / tag.
- Data storage is free for the first three years. Extra \$80 p/a per retained season (download options available).
- Our Lease-to-own options are provided through Tagmarshal's third party providers. Credit approval is required. Ask your sales representative for details.

Dated June 2024 - Prices & Detail subject to change

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PRODUCT FEATURES



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

SOFTWARE OPTION	TRACK	PREMIUM OPTIMIZER
Mode	cart / mobile / combined	cart / mobile / combined
System default / minimum devices	36	36
Contract period	36 months	36 months
Installation	Tagmarshal installation	Tagmarshal installation
Live Map - field tracking	●	●
Pre-emptive in-play alerts / algorithms	●	●
Geofencing basics	●	●
Track Maps unlimited	●	●
Player assistant / marshal / ranger tracking	●	●
Superintendent / maintenance vehicle tracking	●	●
Drinks cart tracking	●	●
Shotgun tracking	●	●
User management portal and staff profiles	●	●
Basic stats page	●	●
Tee times page**	●	●
Backend platform users	up to 6 user accounts (\$29 per additional user)	up to 15 user accounts (\$29 per additional user)
Text notifications	up to 400 Texts p/m	up to 1000 Texts p/m
Bundled Text rate	400 Texts per \$20 bundle	400 Texts per \$20 bundle
ANALYTICS AND REPORTING	[optional module \$2.90 p/m per unit]	●
Analytics Hub	*	●
Benchmarker - goal setting / reporting / email reports	*	●
Dynamic Goal Times	*	●
Gap Time Monitor	*	●
PLAYER EXPERIENCE MODULE	[optional module \$2.90 p/m per unit]	●
Player / caddie pace profiles	*	●
On-course interaction tracker	*	●
VIP tracking	*	●
End of round alerts	*	●
FLEET / GEOFENCE / ALERTS MODULE	[optional module \$2.90 p/m per unit]	●
Geofencing and Alerts	*	●
SMS / phone priority notifications	*	●
Cart alert buzzer sound	*	●
Coming soon: vehicle usage hours	*	●
Utilization heatmaps	*	●
CADDIE MANAGEMENT MODULE	[optional module \$2.90 p/m per unit]	●
Assign and manage independant and internal caddies	*	●
Caddie App licenses	Tagmarshal App; up to 60 users	Tagmarshal App; up to 100 users
2WAY MODULES (SPECIAL FEATURES)		●
Advertising Module	[optional module \$2.90 p/m per unit]	●
F&B Module	[optional module \$2.90 p/m per unit]	●
Bluetooth speakers - coming soon (cart screens only)	[optional module \$2.90 p/m per unit]	[optional module \$2.90 p/m per unit]
CONSULTING SERVICES		●
Detailed seasonal stats reports / analytics		●
FUTURE MODULES & INNOVATIONS		●

TERMS & CONDITIONS:

- 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 charges may apply on a country-specific basis.
- Lease-to-own option provided through Tagmarshal's third-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 and set-up is included in the installation and training fee.
- All ongoing system support is included.

• Warranty includes software and system, but excludes damage caused by wear and tear.

**Managed tee sheet integrations at \$15 p/m

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