

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 Top 100 Courses



+700 other Private, Daily Fee, Resort and Golf Management Groups globally



Many \$40-\$60 green fee courses

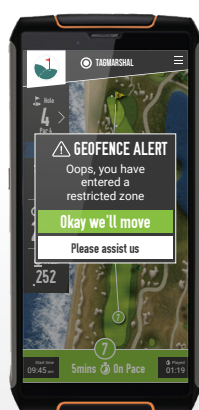


TAGMARSHAL 2WAY MOBILE SCREEN SPECIFICATIONS:

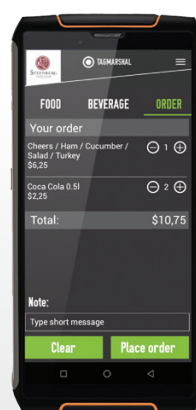
- **Robust** 5.5 inch Mobile screens, designed for outdoors
- **Easily attaches** to golf bags
- Military grade **GPS accuracy**
- **Tough rubber casing**
- 720 x 1440 pixels, 24 bit
High resolution
- **Glare proof display**
- **Adjustable screen mount**
for optimal visibility
- 1 day (two rounds) battery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



LIVE MAP WITH RANGE FINDER



GEOFENCE ALERTS



FOOD ORDERING



WEATHER ALERTS



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!



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



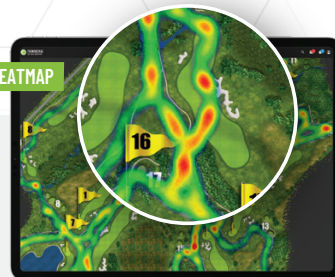
GENERATE ADDITIONAL REVENUE

- **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 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 CART 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

AI and machine-learning capabilities enable full course oversight and proactive pace Management.

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.

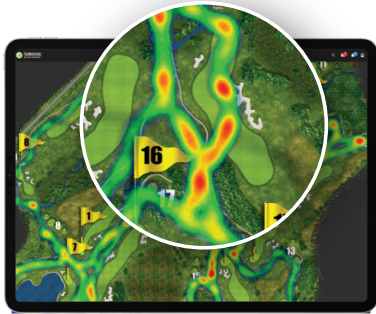
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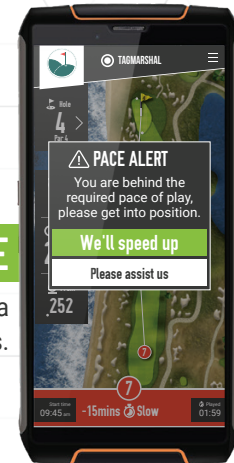
OPTIMIZATION SOFTWARE FEATURES

ON THE TAGMARSHAL SYSTEM



UTILIZATION HEATMAPS

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



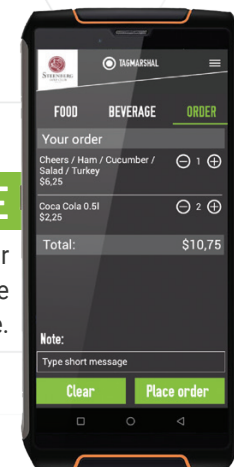
ALERTS MODULE

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



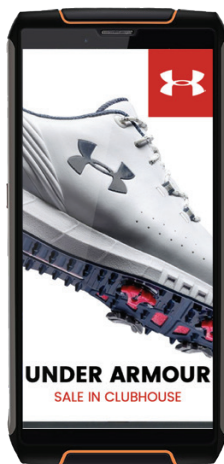
INDIVIDUAL MEMBER PROFILES / ROUND HISTORY

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



FOOD ORDERING MODULE

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



ADVERTISING MODULE

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



EASY TEE ASSIGNMENT

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



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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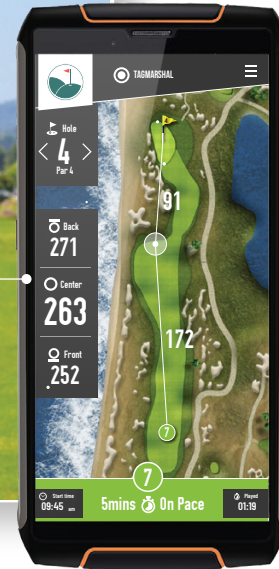
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OPTIMIZATION SOFTWARE FEATURES OF THE TAGMARSHAL SYSTEM



GOLF GENIUS INTEGRATION



Retail LEASE-TO-OWN

| 3YR CONTRACT NO SEASONAL DISCOUNT APPLIED | Minimum Units | Minimum Contract Length in Months | Installation & ** Training Fee | TRACK* | PREMIUM OPTIMIZER |
|---|------------------|--------------------------------------|-----------------------------------|---------------------|----------------------|
| | | | Upfront | Ongoing Monthly Fee | |
| CLASSIC | 30 | 36 | \$30 - \$40 | \$17.90 | \$23.90 |
| CLASSIC - RANGETAG | 30 | 36 | \$30 - \$40 | \$20.90 | \$26.90 |
| CLASSIC - INSTALLED | 40 | 36 | \$45 - \$100 | \$19.90 | \$25.90 |
| 2WAY HANDHELD (INCL. GPS) | 30 | 36 | \$35 - \$45 | \$27.90 | \$35.90 |
| 2WAY 8" CART SCREEN (INCL. GPS) | 40 | 36 | \$70 - \$125 | \$36.90 | \$44.90 |
| 2WAY 10" CART SCREEN (INCL. GPS) | 40 | 36 | \$70 - \$125 | \$41.90 | \$49.90 |
| CADDY APP (no hardware required) - CDM included | n/a | - | \$450 - \$650 | \$590 | \$890 |
| CART STOP - additional price | 40 | 36 | \$0 | \$5 | \$5 |

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.

** Subject to change, based on location

Dated April 2025 - 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 tracking tags | 36/40 | 36/40 |
| Contract period | 36/48 months | 36/48 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 | * | ● |
| Benchmark - 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] - Included in media* | ● |
| F&B Module | [optional module \$2.90 p/m per unit] | ● |
| Bluetooth speakers - coming soon | [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:

- 2Way mounting bracket = center bracket (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 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.
- * Tagmarshal reserves the right to offer placements to all 2Way customers.
- * Free to managed media partners (jointly managed and fully managed).
- ** Managed tee sheet integrations at \$15 p/m

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