

TAGMARSHAL CLASSIC INSTALLED DEVICES



FOR CART GOLF COURSES

Optimize your on-course operations with Tagmarshal Classic Installed, a GPS tracking device for cart golf - giving you the tools to **manage your course effectively, increase efficiency through automation, 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 CLASSIC INSTALLED DEVICE

TAGMARSHAL IS A TRUSTED PARTNER TO:



40 of the Top 100 Courses



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



Many \$40-\$60 green fee courses



TAGMARSHAL CLASSIC INSTALLED SPECIFICATIONS:

- **Discreet** GPS cart tracking device
- **Robust** Dart 3 device (USA product – no import delays from China!)
- Neatly installed underneath cart seat
- **Military-grade GPS accuracy**
- **GPS-based tracking data** is transmitted via the cloud and processed by machine learning
- Device **automatically recharges** when cart drives

LIVE MAP



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 THE PLAYER EXPERIENCE

- Tagmarshal's intuitive system delivers **optimal pace and flow**
- This translates into **repeat play** and **increased member loyalty**
- Integrated **Geofence Buzzer** drives player-friendly geofence **compliance**



INCREASE EFFICIENCY THROUGH AUTOMATION

- **Full, real-time oversight** of course
- Live Map shows **all playing groups and maintenance carts**
- **Highlights groups** causing delays vs those affected
- **Manage remotely** via PC, tablet, or phone while on the go
- **Proactively identify and resolve issues** before they affect field flow
- **Utilize fewer resources** - know which groups to approach and assist
- Have neutral, objective **discussions supported by data**



GENERATE ADDITIONAL REVENUE

- Use the **Analytics Hub** to track and improve pace and flow of play.
- **Optimize tee sheet**: creating more capacity
- Generates significant **additional tee sheet revenue**
- **Additional player spend** at the pro shop and on F&B



THE GEOFENCE BUZZER

MAKES GEOFENCE COMPLIANCE EASY, ASSISTING YOU IN MANAGING YOUR CART FLEET EFFECTIVELY AND KEEPING PLAYERS HAPPY!

The Geofence Buzzer emits a **loud warning sound** when a cart travels off a designated cart path or **enters a restricted area**. It continues until the cart returns to the path or designated area.

- Highly effective - **keeps carts on paths** (and out of restricted areas)
- Golfer-friendly Geofence Buzzer leads to **less player frustration**
- **Simple to install or retrofit** and can be installed to private carts
- **No screens needed!**

[READ MORE](#)

CHOOSE THE OPTIMIZATION PACKAGE FOR YOUR CLASSIC INSTALLED CART DEVICES

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

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

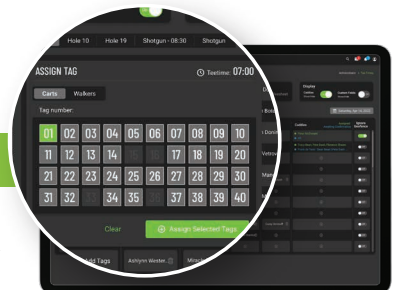
Best-in-class **data insights** to spot trends for better decision-making and **optimal course management**.

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.

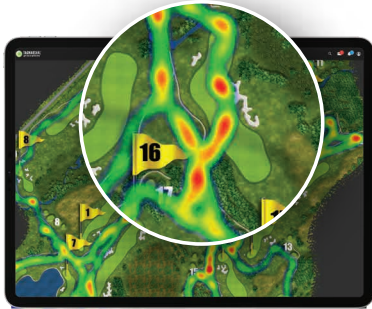


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OPTIMIZATION SOFTWARE FEATURES OF THE TAGMARSHAL SYSTEM



HEATMAP VISUALIZATION

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

GOAL SETTING MODULE

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



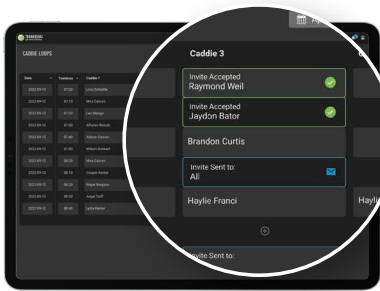
GEOFENCING

Protect sensitive areas of your course and hold players accountable. **Now with Cart Stop!**



CADDIE MANAGEMENT MODULE

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



PLAYER PROFILES

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



OPERATIONAL BENEFITS TO TRACKING PRIVATE CARTS

- Full line of sight of all on-course play.
- Theft protection via broad area geofence or theft tracing of private carts.
- Tagmarshal is cart brand agnostic and can be installed in virtually any cart - no matter the make, type or generation.
- Carts can be tied to their owner names in the system, so you can see their course usage as well as geofence compliance.

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.

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	30 / 40	30 / 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	*	●
Heatmap Visualization	*	●
Cart Stop (Additional \$5 per unit)	*	●
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 (Additional \$290 per unit)	[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 via 24h help desk.

- Warranty includes software and system, but excludes damage caused by wear and tear.
- * Tagmarshal reserves the right to offer media placements to all 2Way customers.
- * Free to managed media partners (jointly managed and fully managed).
- ** Managed tee sheet integrations at \$15 p/m
- *** Requires integrated Tee Sheet.

* Dated April 2025 - Prices & Detail subject to change

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