

TAGMARSHAL CLASSIC TAGS

FOR WALKING COURSE TYPES






Optimize your on-course operations with Tagmarshal Classic Tags, a GPS tracking device for walking golf - giving you the tools to **manage your cart fleet 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 IS A TRUSTED PARTNER TO:

-  40 of Top 100 Courses
-  +700 other Private, Daily Fee, Resort and Golf Management Groups
-  Many \$40-\$60 green fee courses



TAGMARSHAL CLASSIC TAG SPECIFICATIONS:

- **Discreet** GPS tracking device
- **No installation required** - clips onto golf bags or caddy
- **Military-grade GPS accuracy**
- **GPS-based tracking data** is transmitted via the cloud and **processed by machine learning**
- 1 day (2 rounds) of battery life
- 5 hours to charge

TAGMARSHAL CLASSIC TAG



TAGMARSHAL INTEGRATES WITH LEADING TEE SHEET PROVIDERS



CONTACT US:

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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, delivering **enhanced player experiences**.
- This translates into **repeat play** and **member loyalty**



INTUITIVE INTERFACE



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** from 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**



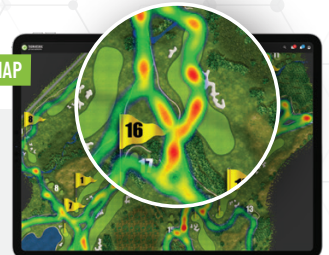
ANALYTICS HUB



GENERATE ADDITIONAL REVENUE

- Enhanced player experiences **drive repeat play** and **member loyalty**
- Use the **Gap Time Monitor** to **improve flow** and **reduce intervals** without impacting the player experience
- Optimize your tee sheet and **increase capacity**, generating significant **additional tee sheet revenue**
- **Additional player spend** at the pro shop and on F&B

UTILIZATION HEATMAP



TAGMARSHAL ADDS VALUE TO SUPERINTENDENTS, TOO!

- **Identify viable gaps** in the field for maintenance work using the real-time Live Map to 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** help increase player compliance

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 OF THE TAGMARSHAL SYSTEM



UTILIZATION HEATMAPS

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

EASY TEE ASSIGNMENT

To build player / caddie / league profiles and manage starter accuracy, it is essential that you assign groups to your tee times.



INDIVIDUAL MEMBER PROFILES / ROUND HISTORY

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

GAP INTERVAL MODULE

Monitor the time and distance between playing groups, to ensure optimal on-course flow.



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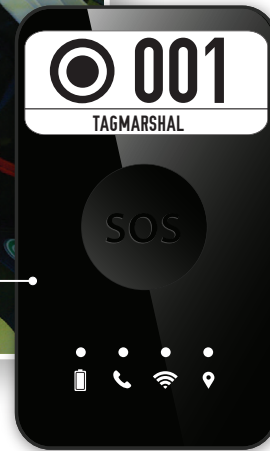
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OPTIMIZATION SOFTWARE FEATURES OF THE TAGMARSHAL SYSTEM



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

* Dated March 2025 - Prices & Detail subject to change

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