



NEWS RELEASE

CalAmp Adds Bluetooth Capability Across Broad Line-Up of Wireless Products for Mobile Resource Management

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Bluetooth Capability Links CalAmp's Versatile Location Messaging Units With Wide Range of Mobile Devices for Improved Asset Monitoring and Remote Workforce Management

OXNARD, CA -- (Marketwired) -- 03/06/14 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced today the addition of embedded Bluetooth[®] wireless technology communications capability to its mid- and upper-tier lines of Mobile Resource Management (MRM) and Machine to Machine (M2M) products for vehicle and remote asset tracking, monitoring and control applications.

With optional Bluetooth wireless technology, CalAmp's industry-leading Location Messaging Units (LMUs) easily and wirelessly connect to other Bluetooth-enabled devices such as sensors, tablets, smart phones and laptops. When coupled with a peripheral device like CalAmp's recently introduced MDT-7 mobile data terminal, the Bluetooth-enabled devices simplify numerous applications to increase mobile and remote workforce efficiency, simplify asset management and control, and improve coordination of first responders and emergency personnel in the field, just to name a few.

Adopting Bluetooth 4.0 dual mode wireless technology, CalAmp devices will support both classic Bluetooth and Bluetooth low energy technology modes, making them particularly suitable for a broad range of MRM and M2M solutions. CalAmp's first Bluetooth-enabled LMUs are scheduled to become commercially available beginning this month.

"The addition of Bluetooth capability to our broad line-up of MRM and M2M wireless products assures that we can reliably connect with a broad set of peripherals to create a seamless local area communications capability in the

field," said Greg Gower, senior vice president and general manager of CalAmp's MRM business. "We are committed to simplifying remote communications for the enterprise to increase business efficiencies, improve management of mobile resources and better protect valuable assets."

About CalAmp

CalAmp (NASDAQ: CAMP) is a proven leader in providing wireless communications solutions to a broad array of vertical market applications and customers. CalAmp's extensive portfolio of intelligent communications devices, robust and scalable cloud service platform, and targeted software applications streamline otherwise complex machine-to-machine (M2M) deployments. These solutions enable customers to optimize their operations by collecting, monitoring and efficiently reporting business-critical data and desired intelligence from high-value remote assets. For more information, please visit www.calamp.com.

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