



NEWS RELEASE

CalAmp Announces CalAmp Connect(SM), a Powerful New Cloud-Based Service Enablement Platform

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Feature-Rich Platform Expedites Development and Deployment of Innovative and Scalable Solutions to Enable M2M Connectivity Across a Broad Range of Applications

OXNARD, CA -- (Marketwired) -- 09/09/14 -- **CalAmp** (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced the availability of CalAmp Connect, an extensive cloud-based service enablement platform that simplifies and expedites the commercial deployment of complex and scalable Machine-to-Machine (M2M) solutions. With a comprehensive suite of services that link vertical, back-end applications to remote and mobile assets, CalAmp Connect streamlines integration with existing enterprise applications. Built on proven technology, CalAmp Connect leverages the same cloud-based communications backbone currently utilized by more than 3.5 million CalAmp devices deployed in commercial M2M applications worldwide.

As a single point of integration, the CalAmp Connect platform is comprised of a comprehensive set of services that includes device communications and data delivery, data analytics, device and wireless network management, subscription management, billing services and much more. Tightly integrated with CalAmp's broad portfolio of devices, CalAmp Connect has a rich set of Application Programming Interfaces (APIs) and RESTful web services that go well beyond what is offered by typical standalone M2M platforms or traditional wireless carrier portals to provide unparalleled levels of vertical integration and significant time-to-market advantages for customers deploying enterprise-class M2M solutions.

CalAmp Connect is designed for seamless integration with ecosystem partner platforms and services, making it highly flexible and ideal for an array of engagement models. In addition to its suite of web services, CalAmp Connect is tightly integrated with multiple tier-one Mobile Network Operator (MNO) and Mobile Virtual Network Operator (MVNOs) platforms worldwide to facilitate provisioning and delivery of optimized and reliable wireless

communications services.

With a Service Oriented Architecture (SOA), CalAmp Connect abstracts device communications to a common set of APIs across a range of wireless network technologies, providing a common application interface for cellular, satellite and private frequency wireless networks. By abstracting device communications and network management services, CalAmp Connect provides a consistent, stable application interface that enables adopters to innovate and expand their M2M solutions as technologies and business needs evolve without having to modify their applications.

"Leveraging CalAmp's vertically integrated device portfolio and extensive M2M solution experience, CalAmp Connect efficiently collects and manages vast sets of data from remote and mobile assets and transforms them into meaningful business intelligence," said Mike Zachan, Senior Vice President and GM of Wireless Networks for CalAmp. "The real strength of the platform lies in its flexibility and the ability to seamlessly integrate with existing enterprise applications and partner systems to help our customers deploy innovative and scalable M2M solutions."

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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