



NEWS RELEASE

## CalAmp Announces New Asset Tracker for Monitoring Location and Security of High-Value Goods in Transit

5/15/2013

Compact Unit Features CalAmp's Extended-Life Battery Management, GPS Positioning and Superior Cellular Data Communications for Safeguarding Mobile Assets and High-Value Cargo  
OXNARD, CA -- (Marketwired) -- 05/15/13 -- **CalAmp Corp.** (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced today a new wireless device designed specifically for tracking high-value shipments and assets. Targeting supply chain logistics and specialty transportation markets, the new CalAmp ATU-620 provides an extra measure of security and protection for valuable remote assets and premium goods in transit.

"Whether it's a pallet of pharmaceuticals, a shipment of perishable meat, or a container of tablet computers, keeping track of high-value shipments is a critical business priority for many companies," said Greg Gower, Senior Vice President and General Manager of CalAmp's Mobile Resource Management business. "CalAmp delivers a solution that lets customers track their high-value assets wherever they may be, providing a positive location and a means of recovering these assets if a shipment is misrouted or stolen."

CalAmp's new ATU-620 combines enhanced battery management technology with precision Global Positioning System (GPS) satellite tracking and superior cellular-based wireless communications for extended monitoring of mobile goods and remote assets. Featuring highly sensitive embedded GPS and cellular antennas with a sealed and rugged IP67-rated enclosure, the ATU-620 is designed to perform in the harshest outdoor environments. Thanks to CalAmp's unique, ultra-low-sleep power management process, the ATU-620 will operate for up to one year with one daily message on just six field replaceable AA batteries.

The new asset tracker employs CalAmp's pioneering programmable event generator (PEG) and programming-update-logistics system (PULS) that enable extensive customization and over-the-air provisioning and firmware

updating. Commercial shipments of the new ATU-620 will begin in late spring 2013.

#### **About CalAmp**

CalAmp Corp. (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](http://www.calamp.com).

#### **AT THE COMPANY:**

Justin Schmid

Sr. VP of Marketing and Business Development

(805) 987-9000

#### **AT ADDO COMMUNICATIONS:**

Lasse Glassen

General Information

(424) 238-6249

[lasseg@addocommunications.com](mailto:lasseg@addocommunications.com)

Source: CalAmp Corp.