



NEWS RELEASE

CalAmp Announces New Trailer-Tracking Product Line for Logistics and Transportation

3/22/2011

New Mobile Resource Management (MRM) Products Feature Extended-Life Batteries and Superior GPS and Cellular Technologies for Monitoring and Tracking Mobile Assets

OXNARD, CA, Mar 22, 2011 (MARKETWIRE via COMTEX) --

CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today introduced two new MRM products designed specifically for tracking trailers and other towable equipment. The products were unveiled at the CTIA 2011 Wireless Show in Orlando, FL.

"Many of our MRM customers have 'drop and leave' assets that may be left untended for extended periods -- assets ranging from containers, trailers, and semi-trailer roll-offs to towable equipment such as chippers, generators and portable tool lockers. Knowing the status and location of these field assets can be an inventory control nightmare," said Greg Gower, Vice President and General Manager of CalAmp's Mobile Resource Management business.

"CalAmp's new maintenance-free Trailer Tracking Units can operate for months, and even years, without recharging or replacing batteries, to keep mobile asset owners in touch with their property, wherever it may be."

CalAmp's new Trailer Tracking Units (TTU) combine new enhanced battery power management with precision GPS satellite tracking employing u-blox' SuperSense technology and superior cellular-based wireless communications for tethered or untethered trailers. Both new products employ CalAmp's pioneering PEG(TM) (Programmable Event Generator) and PULS(TM) (Programming, Update and Logistics System) that enable customization of product behavior and Over-the-Air updatability, along with built-in motion sensor and internal wireless antenna, to facilitate anywhere installation and deliver unrivaled performance. The new products are:

TTU-700 -- Trailer-Tracking Unit with replaceable seven-year non-rechargeable battery

The TTU-700 is a fully sealed, battery-powered asset tracking and communications device, featuring a rugged enclosure, superior cellular and GPS performance, and exceptional power management functions. This non-rechargeable trailer-tracker is designed for reliable, multi-year deployments of up to seven years with one daily message or 5,000 message cycles. The extended battery life is made possible by a highly efficient power management process utilizing ultra-low sleep current. The non-rechargeable battery pack can be replaced in the field, extending daily messaging capability for up to another seven years. Featuring internal GPS and cellular antennas, the sealed and rugged IP67-rated enclosure is designed to withstand the harshest outdoor environments. The TTU-700 is an ideal solution for managing remote assets that will be deployed for long periods, without requiring maintenance.

TTU-1200 -- Trailer-Tracking Unit with six-month rechargeable battery

The TTU-1200 features enhanced, low-power battery management, superior two-way cellular data communications and GPS positioning capability. This 12/24-volt product with a rechargeable battery pack is designed for reliable, long-term deployments. It is the ideal solution for managing trailers and towable assets that are normally tethered to 12/24-volt systems, but may sit idle for extended periods. The TTU-1200 is designed to operate for up to six months with daily messaging (500 message cycles) or 18 months without messages, before recharging is needed. The IP66-rated sealed enclosure is designed to withstand the outdoor elements.

CalAmp is exhibiting both products in Booth #2071 at the CTIA 2011 Wireless Show in Orlando through March 24, 2011.

About CalAmp CalAmp develops and markets wireless communications solutions that deliver data, voice and video for critical networked communications and other applications. The Company's two business segments are Wireless DataCom, which serves utility, governmental and enterprise customers, and Satellite, which focuses on the North American Direct Broadcast Satellite market. For more information, please visit www.calamp.com.

AT THE COMPANY:

Garo Sarkissian
VP Corporate Development
(805) 987-9000

AT FINANCIAL RELATIONS BOARD:

Lasse Glassen
General Information

(213) 486-6546
lglassen@mww.com

SOURCE: CalAmp Corp.

mailto:lglassen@mww.com