



NEWS RELEASE

CalAmp Announces Next Generation Wireless Devices for Fleet Management and Other Vehicle Applications

3/11/2014

Bluetooth Connectivity and Advanced Crash Detection Now Offered Across a Broad Product Portfolio for Managing Fleets, Tracking Vehicles and Usage-Based Insurance

OXNARD, CA -- (Marketwired) -- 03/11/14 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced today the addition of three new GPRS, CDMA and HSPA wireless communications products for Mobile Resource Management (MRM) and Machine to Machine (M2M) applications. Along with reliable, market-leading wireless data communications, these new products bring Bluetooth® wireless technology connectivity and advanced crash detection features to CalAmp customers to enable a variety of local fleet management and vehicle usage-based insurance (UBI) applications.

With Bluetooth 4.0 dual mode technology, CalAmp's latest Location Messaging Units (LMUs) support both classic Bluetooth and Bluetooth low energy modes to simplify local area connectivity with a broad set of peripherals such as tablets, smartphones and laptops, as well as sensors, key fobs and other accessories, making them particularly suitable for an extensive range of applications. CalAmp's patent-pending highly sensitive triple axis accelerometer technology enables more accurate monitoring and measurement of vehicle status and driver behavior events like hard braking, hard acceleration and collisions. Additionally, CalAmp has introduced optional advanced crash detection sensors and features that further enhance collision detection reliability and reduce response times.

Each product employs CalAmp's pioneering PEG™ on-board alert engine and processing environment, as well as PULS™, the company's industry-leading over-the-air device management and maintenance application.

With LMU variants supporting key global cellular wireless technologies and the exciting new capabilities described

above, CalAmp's latest wireless data communications product portfolio includes:

- LMU-2130™: Economical unit for fleet management and vehicle insurance market applications, it is equipped with a fixed harness, multiplexed serial port and three I/O ports.
- LMU-2630™: A flexible, professionally installed product for fleet management, this product incorporates extra-sensitive GPS technology, a powerful processing engine and either internal or external antenna options that enable the device to be installed virtually anywhere, easily and inexpensively.
- LMU-2730™: Extends the LMU-2630 feature set to include the ability to host third-party user applications. Customers will be able to develop their own fleet management user apps to run within the PEG environment that can be downloaded over-the-air using the PULS system.

With Bluetooth connectivity, these products are tightly integrated with CalAmp's recently announced MDT-7™ Android™ OS tablet that can be used to provide a simple and powerful vehicle display terminal to enhance various mobile solutions and applications.

"At CalAmp, we're dedicated to creating value-based products that deliver on both price and performance for a wide range of MRM and M2M applications," said Greg Gower, senior vice president and general manager of CalAmp's MRM business. "Our latest wireless data communications products for fleet management and vehicle insurance with Bluetooth connectivity and advanced crash detection functionality further extend their value and utility for our customers."

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.

CalAmp, the arc logo, PEG, PULS, and MDT and LMU product names are among the trademarks or registered trademarks of CalAmp and/or its affiliates in the United States and certain other countries. The Bluetooth word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by CalAmp is under license. Any other trademarks or trade names mentioned in this release are the property of their respective owners.

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

Email Contact

Source: CalAmp Corp.