



NEWS RELEASE

CalAmp Announces OEM Partner Agreement With Toyota Industrial Equipment to Deliver Wireless Fleet Management Solution

8/20/2015

CalAmp Provides Devices and Platform Services to Power New and Commercially Available T-Matics MOBILE Fork-Lift Fleet Management Offering

OXNARD, CA -- (Marketwired) -- 08/20/15 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, has signed an OEM partner agreement to provide devices and platform services to power Toyota Industrial Equipment's (TIE) new T-Matics MOBILE™ Vehicle Management System (VMS), a fleet management tool that tracks and reports operating behavior of forklifts and forklift operators communicating over public cellular networks. The CalAmp solution will be installed directly on TIE's production line.

Powered by CalAmp technology, including a range of its tracking devices and CalAmp Connect™, an extensive cloud-based service enablement platform, T-Matics MOBILE is a cellular telematics solution that provides a full-featured set of integrated monitoring and analytics functions. Key features that CalAmp's technology enables include electronic hour meter collection and monitoring, fault code reporting, impact detection and alerting, fleet utilization and optimization, and asset tracking with GPS. The T-Matics MOBILE solution was designed to create operator accountability, reduce impacts, and improve scheduled maintenance, while providing extensive data to effectively manage material handling operations and workplace logistics to facilitate broad fleet efficiency.

For the new solution, CalAmp developed compatibility with Toyota's on-board communication protocol in order to decode and act on messages coming directly from the forklift's electronic control module. Leveraging PEG™, CalAmp's proven and highly configurable embedded programmable event generator technology, key information is communicated to the CalAmp Connect platform based on the occurrence of events in the field. CalAmp also enhanced its patent-pending embedded accelerometer technology to augment and improve indoor tracking

capabilities, enhance collection of usage metrics and detect collisions for these relatively slow moving vehicles, including real-time estimates of the impact severity.

"The need to track and analyze fleet data is growing. CalAmp's unique capabilities are an excellent fit with the T-Matics MOBILE solution," said Mike Zachan, Vice President and General Manager of CalAmp's Wireless Networks business. "By combining Toyota innovation along with CalAmp's field-tested device portfolio, scalable platform and proven track record working with OEMs, T-Matics MOBILE expedites data-driven operational decisions that can help forklift-based fleets of any size work effectively to increase profitability and productivity."

"Toyota is delighted to partner with CalAmp to provide their industry-leading technology to our customers. We look forward to continue working together to provide the only individual forklift-based cellular telematics solution currently on the market that reports on the utilization, productivity and maintenance needs of individual forklifts or entire fleets," said Toyota's National Fleet Manager Jewell Brown.

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 platforms, 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 mobile and remote assets. For more information, please visit www.calamp.com.

About Toyota Industrial Equipment

Proudly manufactured in the United States, Toyota Industrial Equipment offers a full line of material handling solutions including forklifts, automated guided vehicles, fleet management services and tow tractors. Toyota's commitment to quality, reliability and customer satisfaction, the hallmark of the Toyota Production System, extends throughout more than 220 locations in North America. For more information, visit www.ToyotaForklifts.com.

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