



NEWS RELEASE

CalAmp Congratulates City of Dayton on 2015 Connected World Award

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Ohio City Honored in the Fleet Management Category for Innovative Deployment of CalAmp's GovOutlook Solution

OXNARD, CA -- (Marketwired) -- 04/16/15 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, congratulates its customer, the City of Dayton, Ohio on being honored in the Fleet Management category at the Connected World[®] Awards for its innovative deployment of GovOutlook[™], CalAmp's Esri[®]-based automatic vehicle location (AVL) solution. Held annually as a part of the Connected World Conference, the awards recognize pioneering enterprises from a diverse range of industries and sectors that have successfully leveraged Machine-to-Machine (M2M) technology and connected devices to solve a critical pain point within their organizations with quantifiable results.

The City of Dayton selected CalAmp's GovOutlook AVL solution to better manage the City's diverse fleets by tracking vehicle and driver activity for their public works and water utility departments. Since the original deployment, the GovOutlook-enabled fleet has grown to over 240 vehicles. The solution provides the City with a consolidated view of their vehicles' and drivers' locations in real-time and has led to improved customer response times and driver safety.

"CalAmp provides the technology we need to better manage our drivers and fleet. As a result, we've experienced fuel savings and improved customer service," said Fred Stovall, Director of Public Works for the City of Dayton.

The City of Dayton's solution combines GovOutlook with CalAmp's LMU-4200[™], an enhanced mobile telematics device designed to support customers with a variety of vehicle interfaces within their fleet. Key to the City of Dayton's implementation is its innovative integration of in-cab driver ID technology. To accomplish this, GovOutlook

interfaces with radio frequency identification (RFID) devices installed in each vehicle. These RFID devices feature an alarm that is activated when the driver places the keys in the ignition, which requires them to then scan their ID badge to disable the alarm. This provides real-time driver authentication that identifies which City employee is operating a specific vehicle and the activity, location and status associated with that vehicle. In addition, GovOutlook interfaces with an in-vehicle sensor, which notifies the fleet manager when heavy equipment attached to the vehicle is powered on. The complete solution provides the City of Dayton with detailed visibility into all aspects of their fleet to improve efficiency, control costs and comply with mandated safety standards and policies.

"CalAmp commends the City of Dayton on their vision and innovative implementation of GovOutlook and congratulates them for their well-deserved 2015 Connected World Award," said Justin Schmid, CalAmp's Senior VP Marketing and Business Development.

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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