



NEWS RELEASE

## CalAmp Delivers Key Enabling Technology for Broadband Distribution of Entertainment Content

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SAN DIEGO--(BUSINESS WIRE)--Jan. 24, 2006--CalAmp Corp.'s Solutions Division (Nasdaq:CAMP) has licensed its CalAmp Media Manager software (CAMP) to Starz Entertainment Group LLC (SEG). SEG deployed CAMP in its recently introduced Vongo(SM) service that provides secure delivery of movies and other video content over broadband conduits to PCs and select portable devices.

"The CalAmp Media Manager was a key component that allowed us to successfully bring Vongo to market," said Ryc Brownrigg, vice president of technology for SEG. "We tested CAMP with Vongo during our technical trials with numerous downloads on multiple devices at differing speeds. CAMP's performance was clear, seamless and effective, and allowed us to launch Vongo in beta form earlier this month."

Previously, widespread distribution of premium content was inhibited by four key factors - lack of secure file management, poor ease-of-use, high cost, and the inability to reliably download very large files. Foremost among these constraints has been lack of security. CAMP can disable files to prevent unauthorized distribution, and also offers improved security to the content owner by enabling enforcement of business rules not supported by digital rights management (DRM) technologies. Furthermore, CAMP exceeds overall consumer experience expectations by significantly improving usability and downloading capability. The current version of CAMP is a newly designed software solution that CalAmp developed to enable an integrated, intuitive and easy-to-use consumer experience. Another important feature of CAMP is its ability to provide assurances of completed delivery of content that greatly reduces support costs.

"Enabling broadband distribution of entertainment content is an exciting growth opportunity for CalAmp," stated Steven L'Heureux, president of CalAmp's Solutions Division. "Our ability to cost effectively provide cutting edge

solutions such as CAMM, combined with our custom software engineering and systems integration capabilities, uniquely positions us as the 'go to' provider of products and services to the enterprise marketplace for broadband distribution of premium content."

About CalAmp Corp.

CalAmp is a provider of wireless products, engineering services and software that enable anytime/anywhere access to critical information, data and entertainment content. With comprehensive capabilities ranging from product design and development through volume production, CalAmp delivers cost-effective high quality solutions to a broad array of customers and end markets. The Company provides wireless connectivity solutions for the direct broadcast satellite (DBS) industry, telemetry and asset tracking markets, public safety communications, the healthcare industry, and digital multimedia delivery applications.

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