



NEWS RELEASE

# CalAmp Introduces Intel(R) PXA270 Reference Platform for Next Generation Vending and Kiosk Applications

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Built-In Graphics and Wireless Capabilities Deliver Enhanced Efficiency and New Sources of Revenue

SAN DIEGO, Sept. 8 /PRNewswire-FirstCall/ -- CalAmp Corp. (Nasdaq: CAMP - News) today introduced a reference platform featuring the latest Intel® PXA270 processor designed to serve as a computing control center for the next generation of vending machines and kiosks. The reference platform, originally developed as part of a design engagement with a major beverage provider, utilizes the latest technology to enable wireless and graphics capabilities to kiosks, vending machines as well as intelligent point-of-sale terminals.

"CalAmp has brought together leading wireless, vending and computing technologies to create a reference design that can transform the intelligent vending and point-of-sale industries," said Tracy Trent, President of CalAmp's Solutions Division. "We are pleased to have worked in conjunction with industry leaders to develop this advanced solution that can speed time-to-market for potential customers."

The platform was designed to expand machine computing capabilities to deliver high ROI maintenance and operations applications specific to vending and associated industries. In addition to efficiencies introduced by wireless communications, the board's new graphics functions can support advertising and other entertainment initiatives.

CalAmp's reference design also features a full range of the latest vending specific technologies. Examples include electronic lock modules which allow for opening and closing of machines wirelessly and enhanced power capabilities to support dollar bill validators and coin changers.

"CalAmp has demonstrated a strong commitment to delivering interactive client applications based on Intel® XScale® technology," said Scott Dunagan, Embedded Market Development Manager, Infrastructure Processor Division, Intel Corporation. "This reference platform enables a wide range of customers to realize the benefits of high performance, low power Intel XScale® Technology."

The PXA270-based vending platform and associated services are available now from CalAmp. Please contact [inquiry@calamp.com](mailto:inquiry@calamp.com) or 858.554.1400 for more information.

#### About CalAmp Corp.

CalAmp is a leading provider of breakthrough wireless and content delivery solutions, services and products. With comprehensive capabilities ranging from product inception through production, CalAmp is a trusted partner delivering cost-effective high quality solutions to a broad array of customers and markets. CalAmp is one of the largest suppliers of direct broadcast satellite (DBS) outdoor customer premise equipment to the U.S. satellite television market and offers solutions for digital multimedia delivery, residential broadband data delivery, healthcare, retailing applications, public safety markets and wireless enterprise connectivity. The company is headquartered in Oxnard, California and has approximately 600 employees. Founded in 1981, CalAmp has been publicly traded since 1983 as NASDAQ: CAMP.

#### Forward-Looking Statements

Statements in this press release that are not historical in nature are forward-looking statements, which involve known and unknown risks and uncertainties. Words such as "may," "will," "expects," "intends," "plans," "believes," "seeks," "could," "estimate" and variations of these words and similar expressions are intended to identify forward-looking statements. Actual results could differ materially from those implied by such forward-looking statements due to a variety of factors, including general and industry economic conditions, competition, development factors, operating costs, the Company's ability to integrate the Vytex acquisition successfully and other risks and uncertainties that are detailed from time to time in the Company's filings with the Securities and Exchange Commission. Although the Company believes the expectations reflected in such forward-looking statements are based upon reasonable assumptions, it can give no assurance that its expectations will be attained. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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