



NEWS RELEASE

CalAmp Introduces LMU-2010 Device to Economically Enable Full-Spectrum Insurance and Aftermarket Telematics Services

9/3/2015

Groundbreaking High-Value Plug and Play Device Uses Bluetooth Technology to Seamlessly Leverage Driver's Smartphone for Data Backhaul

OXNARD, CA -- (Marketwired) -- 09/03/15 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced the LMU-2010™, a plug and play Bluetooth®-enabled vehicle telematics device that facilitates cost-optimized solutions for insurance telematics and aftermarket connected car applications.

The LMU-2010 is a state of the art device designed to leverage consumer smartphones and associated data plans, while also enabling a full spectrum of insurance telematics and value-added services, according to Greg Gower, Senior Vice President and General Manager of CalAmp's Mobile Resource Management (MRM) business. "Relying solely on smartphone technology to capture driver behavior, crash detection and other insurance-focused data has inherent limitations. For example, the phone isn't directly associated with a specific vehicle and the driver can easily disable or circumvent monitoring apps. In addition, smartphones aren't typically secured or properly mounted, which can result in the reporting of uncalibrated accelerometer data and make it difficult to differentiate between a dropped phone and an actual crash event," said Gower. "The LMU-2010 solution offers the best of both worlds in a cost-effective feature-rich device."

The LMU-2010 features Bluetooth Low Energy (BLE) technology and pairs seamlessly with the driver's smartphone, eliminating redundant airtime and related logistics costs. Featuring high-precision GPS and an embedded antenna in a small, easy-to-use form factor, the LMU-2010 is almost 50 percent smaller than CalAmp's equivalent cellular-equipped device. Its patented triple axis accelerometer technology with crash-grade accuracy and resolution settings support comprehensive driver behavior monitoring as well as extensive crash detection and discrimination

capabilities. In addition, the LMU-2010 can directly monitor vehicle status to enable numerous value-added services such as diagnostics, roadside assistance and predictive maintenance.

The LMU-2010 leverages CalAmp's proprietary PEG™ (Programmable Event Generator), an industry-leading onboard alert engine that continuously monitors a vehicle's environment and responds instantly to predefined threshold conditions such as time, date, motion, location, geo-zone and directly instrumented inputs. It also incorporates CalAmp's PULS™ (Provisioning/Programming, Update and Logistical System), which is the industry benchmark solution for full lifecycle over-the-air device management and maintenance.

The LMU-2010 is currently available for trials and partner integration as well as smartphone application development and verification. Contact CalAmp for more information on detailed product information and availability.

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

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