



NEWS RELEASE

# CalAmp Introduces New Location-Messaging Unit for Automotive Insurance, Fleet and Driver Behavior Applications

5/21/2013

## Next Generation LMU-3030 Delivers Critical Location and Vehicle Operation Data for Vehicle Tracking and Monitoring Driving Performance

OXNARD, CA -- (Marketwired) -- 05/21/13 -- **CalAmp Corp.** (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today showcased a new location-and-messaging device for automobiles and light trucks at CTIA Wireless Conference and Exhibition. The affordable and versatile LMU-3030, featuring cellular data communications capability and high-sensitivity GPS for precision location-based services and tracking, will enable wide-scale consumer deployment for a variety of automotive applications including insurance, fleet management and driver behavior management.

"The LMU-3030 is an economical, full-featured vehicle monitoring product designed for easy and reliable installation in passenger or light-duty vehicles," said Greg Gower, Senior Vice President and General Manager of CalAmp's Mobile Resource Management business. "This device is an ideal solution for automotive insurance, driver behavior management, car rental and other automotive applications where simple installation is required."

CalAmp's new LMU-3030 features HSPA, CDMA and GPRS connectivity options for robust mobile communications and sensitive three-axis 16G accelerometers optimized for detecting aggressive driving maneuvers such as harsh acceleration, braking and cornering, as well as high-impact events. With its highly sensitive internal antennas and small footprint (1.7"x2.5"x1"), along with optional features like a backup battery and Bluetooth personal area networking, the LMU-3030 is feature-rich and can be quickly and reliably installed.

"The LMU-3030 dramatically reduces cost, power and size while significantly improving field reliability -- all of which

are expected to propel wide-scale deployment in commercial and consumer vehicles," noted Gower.

Commercial shipments of the LMU-3030 are scheduled to begin in July, initially with insurance programs in North America and Europe.

### **About CalAmp**

CalAmp Corp. (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](http://www.calamp.com).

### **Forward-Looking Statements**

Statements in this press release that are not historical in nature are forward-looking statements that involve known and unknown risks and uncertainties. Words such as "may", "will", "expect", "intend", "plan", "believe", "seek", "could", "estimate", "judgment", "targeting", "should", "anticipate", "goal" 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 that are described in the Company's Report on Form 10-K for fiscal 2013 as filed on April 25, 2013 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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Source: CalAmp Corp.