



NEWS RELEASE

# CalAmp Launches Innovative Instant Crash Notification (ICN) Service for Connected Car Markets

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## New Offering Discriminates Crashes and Automates Reporting for Insurance, Fleet, Leasing, Vehicle Finance and Consumer Applications

IRVINE, CA -- (Marketwired) -- 05/25/16 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced the launch of Instant Crash Notification (ICN™), the first of the Company's proprietary, patented and patent-pending automated First Notice of Loss (aFNOL) services suite planned for rollout during 2016. ICN fully automates the motor vehicle accident event notification process by providing users with immediate notification of a collision, as well as extensive reporting of crash data, delivered via email, SMS (text) and directly through an Application Programming Interface (API). As a standalone connected car service or integrated synergistically with other applications, ICN offers an automated, reliable vehicle accident reporting system designed for a broad set of users including but not limited to consumers, insurers, fleet managers, vehicle leasing and finance companies.

With reliable and robust crash discrimination, accurate incident data such as crash time and location, and automatic notification of an accident, ICN is a unique and revolutionary service that provides a sense of safety and security for consumers while dramatically improving insurance claims management efficiency. ICN reliably discriminates true crash events from other impact signatures caused by road hazards, potholes, speed bumps and door slams. Whenever a crash is detected, ICN immediately provides critical data such as location, date, time, Vehicle Identification Number (VIN) and collision severity on a five-point scale to specified recipients, thereby automating the crucial FNOL process.

"Insurance providers are looking for a better way to mitigate risk and reduce the costs associated with the claims management process. At the same time, quick and accurate claims processing and settlement provides customers

with a satisfying experience to boost policyholder retention rates. ICN is unique because of its innovative event discrimination capabilities and reporting reliability," said Justin Schmid, Senior Vice President and General Manager of the Telematics Solutions business at CalAmp.

Schmid continued, "Enterprises need to know that their technology partners have the scale and resources to develop, deploy and support advanced and reliable technology solutions. As one of the largest vehicle telematics solutions suppliers worldwide, CalAmp has consistently proven itself as an innovative and trusted global partner."

The ICN service can be integrated with a broad set of CalAmp devices including those currently deployed. By leveraging CalAmp's industry-benchmark PULS (Programming Update Logic System) platform to upgrade device firmware and settings over-the-air, customers who subscribe to the service can simply "switch-on" ICN to broaden the value-added services offered to their customers and immediately realize the benefits and peace of mind that comes with a reliable crash discrimination and notification system.

For more information on ICN and CalAmp's entire suite of advanced insurance telematics solutions, please visit <http://www.calamp.com/industries/insurance-telematics>.

#### **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](http://www.calamp.com).

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