



NEWS RELEASE

CalAmp Releases COLT-Enterprise Middleware Cloud-Computing Platform for M2M Communications

3/23/2011

Platform-as-a-Service (PaaS) Lowers Development Cost and Time-to-Implementation for Enterprise-Level Developers, Systems Integrators and Machine-to-Machine (M2M) Solutions Providers

OXNARD, CA, Mar 23, 2011 (MARKETWIRE via COMTEX) --

CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced the release of its new COLT-Enterprise cloud-computing platform designed for rapid development and deployment of large-scale, M2M wireless networks for enterprise applications.

"Knowledgeable enterprises recognize the value created by mobile resource management applications through improved operating efficiencies and profitability. However, developing and deploying a reliable, wireless M2M network that connects and manages thousands of remote monitoring and control devices, and that works seamlessly with the business's existing software systems, is a complicated proposition for most organizations," according to Mike Zachan, Vice President and General Manager of CalAmp's Telemetric Systems business.

CalAmp's COLT-Enterprise offering simplifies the creation and integration of extensive wireless device networks, enabling enterprises and M2M service providers to bring their solutions to market faster and manage them more effectively and efficiently. COLT-Enterprise delivers the complete range of wireless systems management services, including:

- Device communications, airtime and network management
- Device provisioning and configuration
- User, group and attached-asset management
- Account and billing management
- Seamless interface with existing client IT systems

"Developing a viable M2M solution can be a multi-year, multi-million dollar effort," Zachan noted, "and it is typically marked by several failed attempts before the final system is functional. COLT-Enterprise eliminates the risk, allowing enterprises to focus on their application requirements and system integration."

COLT-Enterprise features a comprehensive suite of web services tools for creating and managing wireless device networks, all via a web application program interface (API). This hosted, scalable platform features a Class IV network operations center, redundant servers, 24/7 system monitoring and other data protection and security elements designed to ensure the integrity and availability of the wireless device network.

In addition to experiencing a faster time to deployment, COLT-Enterprise customers realize:

- Lower development costs
- Lower system maintenance costs
- Trouble-free implementation and ongoing management of connected devices
- Complete wireless device and network control

The platform supports the full range of CalAmp's wireless location and messaging units, as well as third-party wireless communications devices. Among these cutting-edge wireless location-and-communication products are CalAmp's newly introduced Trailer Tracking Units, the TTU-700 and TTU-1200, as well as the company's new high-speed 3G tracking device, the LMU-5000.

Industry analysts from Berg Insights project that worldwide wireless M2M connections will grow from 81.3 million devices in 2010 to nearly 300 million devices in 2015. Provisioning, configuring, monitoring and managing vast networks of these connected devices is a monumental task that can be made easier with COLT-Enterprise, Zachan noted.

About CalAmp CalAmp develops and markets wireless communications solutions that deliver data, voice and video for critical networked communications and other applications. The Company's two business segments are Wireless

DataCom, which serves utility, governmental and enterprise customers, and Satellite, which focuses on the North American Direct Broadcast Satellite market. For more information, please visit www.calamp.com.

Media Contact:
Mike Zachan
VP & General Manager
CalAmp Telemetric Systems
1-888-823-7237
mzachan@calamp.com

SOURCE: CalAmp Corp.

<mailto:mzachan@calamp.com>