



NEWS RELEASE

## CalAmp Supplying HIMEX With Advanced Devices to Power Innovative Usage-Based Insurance Services

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### CalAmp Devices Enable Driver Performance Monitoring and Impact Detection for Usage-Based Insurance Programs for Three of Nation's Largest Auto Insurance Carriers

OXNARD, CA -- (Marketwired) -- 12/19/13 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced today that it has begun supplying its advanced LMU-3000 family of wireless tracking/communications devices to HIMEX for use in that company's usage-based insurance (UBI) applications. Three of the largest auto insurance companies in the United States have selected and begun deploying the HIMEX UBI platform utilizing CalAmp devices.

"Usage-based insurance applications require reliable access to comprehensive driver behavior data, and CalAmp's LMU-3000 product family delivers. By capturing speed, braking, cornering and impact data, we help our auto insurance customers more accurately rate and price their auto policies, improve the customer experience and provide increased value to their insureds," said Hassan Sadiq, chairman and CEO of HIMEX.

CalAmp's latest product in the family, the LMU-3030, features high-sensitivity GPS for reliable location and tracking, robust cellular data communications, and patent-pending triple-axis accelerometer motion sensing technology for detecting aggressive driving maneuvers, such as harsh acceleration, hard braking and cornering, and high-impact events. With optimized internal antennas, a backup battery for tamper resistance and compact size, the "plug-and-go" LMU-3030 can be quickly and easily installed. The device provides access to comprehensive vehicle information and fault codes that help assess status and operational characteristics. This powerful combination of functions and features reliably provides the data necessary for UBI policy rating and other critical consumer telematics services.

"We are delighted to supply the advanced wireless technology and devices that power the HIMEX UBI solution. UBI

and other consumer telematics initiatives are gaining traction around the world, and CalAmp is committed to serving this growing market with leading data capture and communications solutions," said Greg Gower, senior vice president and general manager of CalAmp's Mobile Resource Management business.

#### **About HIMEX**

HIMEX offers the shortest, fastest and most complete route to the immediate benefits of usage-based insurance and smart fleet management. Leveraging its unique platform, HIMEX uses a game-based virtual world to enable carriers to create fun, engaging customer experiences that change driving behavior, attract new customers and increase retention. Founded in 2010, HIMEX is a privately-held company with headquarters in Scottsdale, AZ and offices in London. For more information, please visit [www.himexubi.com](http://www.himexubi.com).

#### **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 remote assets. For more information, please visit [www.calamp.com](http://www.calamp.com).

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