



NEWS RELEASE

CalAmp Targets Auto Insurance Market With New Location Messaging Unit

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Field Trials Demonstrate Ability of LMU-3000 to Deliver Location and Operating Data to Assess Vehicle Use and Driver Behavior

OXNARD, CA, Sep 26, 2011 (MARKETWIRE via COMTEX) -- CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today introduced a new location monitoring and messaging device designed specifically for commercial and consumer auto insurance applications, a market that represents more than 250 million registered vehicles in the United States alone.

"Mobile data technologies are fueling new initiatives within the commercial and consumer auto insurance industry, as insurers develop products based on vehicle usage and driver behavior. CalAmp's ability to reliably and cost effectively deliver the vehicle operating analytics to enable these insurance products firmly establishes us as a leading supplier of critical-path technology for the auto insurance market," said Greg Gower, Senior Vice President and General Manager of CalAmp's Mobile Resource Management business.

"We have long been at the forefront of vehicle location and fleet management technology, and the development of advanced wireless communications devices to meet the high-dynamic and environmental requirements of mobile applications," Gower noted. "We're now putting that expertise to work to help insurers create performance-based products that utilize data on vehicle operation and driving behavior for improved risk management and insurance pricing.

"We have been working closely with several top telematics service providers and tier one cellular carriers in North America and Europe to certify and integrate the LMU-3000 with their individual service offerings. Additionally, we

have several field trials underway with leading insurance companies that represent the initial target customer base for the LMU-3000 data and tracking device. Volume production is expected to begin this November," Gower added.

CalAmp's new LMU-3000 features high-sensitivity GPS for reliable location and tracking, GPRS or CDMA 1X for robust mobile communications, and patent pending triple-axis accelerometer motion sensing technology for detecting aggressive driving maneuvers such as rapid acceleration, braking and cornering, and high-impact events. With its discrete internal antennas and small footprint, the "plug-and-go" LMU-3000 can be easily self-installed by consumers or quickly deployed by commercial operators. A vehicle data bus interface provides direct access to vehicle information and fault codes that help assess location and operational characteristics.

The LMU-3000 employs CalAmp's exclusive PEG(TM) (Programmable Event Generator) on-board alert engine that monitors external conditions and supports customer-defined, exception-based messaging for time, date, motion, location, geo-zone, input and other event combinations. The device also incorporates CalAmp's PULS(TM) (Programming, Updates, and Logistics System) for over-the-air device management and maintenance.

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.

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