



NEWS RELEASE

CalAmp and Kepware Partner for SmartGrid Communications

3/9/2010

CalAmp Licenses Kepware Communications Technology for Its New Air Traffic Controller Appliance for SmartGrid Applications

OXNARD, CA and PORTLAND, ME, Mar 09, 2010 (MARKETWIRE via COMTEX) -- CalAmp Corp. (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, and Kepware Technologies, the leader in communications for automation, today introduced the Air Traffic Controller (ATC), a distributed communications processor that optimizes bandwidth over wireless networks. The ATC from CalAmp, which licenses Open Connectivity-compliant OPC-UA technology from Kepware, enables multiple wireless applications to share a single wireless network while maintaining optimal communications performance.

The ATC is the embodiment of CalAmp's Distributed Architecture Solution, which maximizes the performance of industrial communications by moving intelligence to the edge of the network. The Kepware protocols embedded in the ATC provide data processing and traffic management over wireless networks for SmartGrid applications such as AMI, Distribution Automation and Demand Response as well as 'Field of the Future' applications in Oil & Gas. The result is a more efficient wireless network with reduced latency, improved availability and superior reliability, coupled with an additional layer of industrial-grade security.

"Kepware and CalAmp share a commitment to providing individually-tailored solutions to our customers in the industrial utility sector," said Rick Nozel, Senior VP of Sales and Marketing for CalAmp. "Kepware's vast knowledge of communications protocols and embedded I/O is a perfect complement to CalAmp's class-leading portfolio of industrial wireless networking and communications solutions. SmartGrid applications require solutions that are integrated, flexible, comprehensive and secure. Our clients also demand solutions that work with, and extend, their legacy systems. CalAmp and Kepware are partnering to provide both."

"CalAmp is an excellent partner for Kepware," said Tony Paine, President of Kepware Technologies. "Our success in delivering technology for the SmartGrid will hinge on relationships with companies such as CalAmp, and their expertise in complicated applications such as distributed wireless communications. Partners like CalAmp are helping Kepware fine tune our offerings to be a perfect fit for this emerging market."

The ATC will be on display at the DistribuTECH Conference on Wednesday, March 24, 2010 in the Distributed Architecture Demo, Room 39, in the Tampa Convention Center.

About Kepware Technologies

Kepware is the world leader in communication software for automation and offers a unique experience in both OPC and embedded device communications. Since 1995, Kepware has focused on the development of communication drivers to automation controllers, I/O and field devices. Applications include M2M (Machine to Machine) and M2E (Machine to Enterprise) communications. Operating system support includes Microsoft Windows Desktop, Windows Server and Windows Embedded (Windows CE and Windows Embedded NT/XP). Today, with over 140 communication protocols, and through the efforts of our direct sales, distribution and embedded partners, Kepware is the leading provider of automation communications software with annual shipments exceeding 100,000 units. Kepware's responsiveness to customer needs and strong partnerships with other leading automation suppliers helps ensure that your next application will be a success. Ask around and you'll hear why automation professionals everywhere consider Kepware Technologies "Automation's Best Friend". www.kepware.com

About CalAmp Corp.

CalAmp provides wireless communications solutions that enable anytime/anywhere access to critical data and content. The Company serves customers in the public safety, industrial monitoring and controls, mobile resource management, public utilities and direct broadcast satellite markets. For additional information, please visit www.calamp.com.

All product and company names listed are trademarks or trade names of their respective companies.

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