



NEWS RELEASE

## CalAmp teams with u-blox to enter Brazilian vehicle telematics market

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CalAmp's new vehicle tracking and security devices use GPS and cellular modules from u-blox

THALWIL, Switzerland and OXNARD, Calif., Nov. 12, 2013 /PRNewswire/ -- Swiss-based u-blox (SIX:UBXN), a global leader in cellular and positioning modules and integrated circuits, has been chosen by California-based CalAmp (NASDAQ:CAMP) as GPS receiver and cellular modem supplier for their new line of vehicle tracking, anti-theft and insurance telematics devices designed especially for the Brazilian market.

(Photo: <http://photos.prnewswire.com/prnh/20131112/SF14965>)

CalAmp develops and markets wireless communications solutions that deliver data, voice and video for critical networked communication applications such as fleet and asset management, stolen vehicle recovery, auto insurance telematics, power distribution, and public safety.

"Our strategy at CalAmp is to quickly enter Brazil with rugged, purpose-built, high-performance vehicle telematics units that work out of the box," said Greg Gower, senior vice president and general manager of CalAmp's Mobile Resource Management business. "The Brazilian market is especially challenging due the extreme range of environments: from high rise cities such as Rio de Janeiro and Sao Paulo with poor GPS satellite visibility to remote regions with weak cellular coverage. We also have to deal with sophisticated RF jamming technology employed

during vehicle theft. To overcome all these situations, we depend on the industry-leading sensitivity and anti-jamming technologies developed by u-blox."

According to GSMA, Brazilian government legislation will require stolen-vehicle tracking units in new cars and trucks starting in 2014. Additionally, large-scale adaption of fleet management and vehicle "black-box" recorders to help resolve insurance claims is rapidly increasing market demand in Brazil for robust and sensitive vehicle telematics units able to operate reliably in harsh automotive environments.

"u-blox and CalAmp have enjoyed a long and successful partnership in the US fleet management sector, a collaboration that has become an excellent foundation for building a strong business in Brazil," said Nikolaos Papadopoulos, president of u-blox America, "We are pleased that CalAmp can take full advantage of our leading GPS, cellular and anti-jamming technologies, as well as our proven capabilities as a high-quality world-class component supplier."

For more information about CalAmp's solutions for vehicle telematics, visit [www.calamp.com](http://www.calamp.com)

For more information about u-blox positioning and wireless modem components, visit [www.u-blox.com](http://www.u-blox.com)

## About u-blox

Swiss-based u-blox (SIX:UBXN) is the global leader in positioning and wireless semiconductors for the consumer, industrial and automotive markets. Our solutions enable people, vehicles and machines to locate their exact position and wirelessly communicate via voice, text or video. With a broad portfolio of chips, modules and software solutions, u-blox is uniquely positioned to enable OEMs to develop innovative personal, professional and M2M solutions quickly and cost-effectively. With headquarters in Thalwil, Switzerland, u-blox is globally present with offices in Europe, Asia-Pacific and the USA.

([www.u-blox.com](http://www.u-blox.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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