



NEWS RELEASE

CalAmp's New Appstore Will Enable Partners and Customers to Bring Value-Added Applications, Content and Services to Market

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Secure Appstore Creates Marketplace for CalAmp's Broad Partner Ecosystem to deliver Incremental Value and Facilitate New Revenue Streams Throughout the Solution Lifecycle
OXNARD, CA -- (Marketwired) -- 09/09/14 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced the CalAmp Appstore, an innovative online marketplace that provides a tightly controlled, secure environment to manage and distribute applications content and services for Android™ mobile devices. The CalAmp Appstore will broadly enable Application Solution Providers and other partners to reach existing and new customers with specific offerings that target countless vertical markets and industries leveraging CalAmp's broad device portfolio and the full capabilities of its recently announced MDT-7 Android-based Mobile Data Terminal.

Unlike consumer-focused app stores, the CalAmp Appstore is ideal for commercial applications, designed specifically for use by solution providers. The Appstore will provide a simple means for CalAmp partners to brand and control their own instance of the store, enabling the positioning, sale and deployment of targeted content and services that increase the value proposition, drive differentiation and unlock incremental revenue streams.

With extensive flexibility, the CalAmp Appstore is expected to support numerous business models including revenue sharing, pre- and post-paid transactions, license bundling and more. It also incorporates the necessary analytics related to installation, license assignment and status, usage and other key metrics to track and manage a diverse array of apps, content and services.

By utilizing the CalAmp Appstore, customers and partners can leverage the many benefits of standard mobile data

terminals and tablets with open operating systems like the MDT-7, while still tightly controlling access to content and the overall user-experience, enabling the best of both worlds. By creating a controlled and easy-to-use environment, the Appstore will enable CalAmp and its partners to dynamically offer, transact and deploy highly targeted, value-added content and services throughout the entire customer lifecycle.

"For years CalAmp has provided our customers exceptional value, flexibility and the means to differentiate their solutions in the marketplace. With the industry's broadest portfolio of highly configurable communications devices, extensive and scalable platform and application services, and now coupled with our new line of Android-based mobile data terminals and the Appstore, CalAmp is resetting the bar," said Justin Schmid, Senior VP of Marketing and Business Development of CalAmp. "We are addressing the industry's need for secure and scalable ways to manage, transact and deploy incremental offerings that increase the utility of applications and devices today, while facilitating new value propositions and revenue streams for tomorrow."

The CalAmp Appstore is expected to be commercially available in the fourth quarter of this calendar year, with select beta customer access starting in early October. For more information about CalAmp products and services, please visit booth 6023 at Super Mobility Week powered by CTIA.

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.

Forward-Looking Statements

Statements in this press release that are not historical in nature are forward-looking statements that within the meaning of the federal securities laws, including the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, involve known and unknown risks and uncertainties. Words such as "may", "will", "expect", "intend", "plan", "believe", "seek", "could", "estimate", "judgment", "targeting", "should", "anticipate", "goal" and variations of these words and similar expressions, are intended to identify forward-looking statements. Readers are cautioned that actual results could differ materially from those implied by such forward-looking statements due to a variety of factors, including global economic conditions and uncertainties in the geopolitical environment, product demand, competitive pressures and pricing declines in our Wireless Datacom and Satellite segments, the timing and acceptance of customer approvals of new product designs, intellectual property infringement claims, interruption or failure of our Internet-based systems used to wirelessly configure and communicate with the

tracking and monitoring devices that we sell, changes in wireless transmission standards and technologies including 3G and 4G standards, dependence on third-party manufacturers and component suppliers in foreign countries, and other risks or uncertainties that are described in our Annual Report on Form 10-K that was filed on April 24, 2014 with the Securities and Exchange Commission. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that our expectations will be attained. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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