



NEWS RELEASE

## Exclusive SkySmart Technology Featured in New CalAmp Collateral Assurance Solution

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### Launch of Next-Generation SkySmart Enabled CDMA Device to Deliver Best-in-Class Performance, Reliability and Accuracy for Automobile Subprime Lenders

OXNARD, CA -- (Marketwired) -- 07/14/15 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced the launch of CVF-200™, its next-generation CDMA GPS tracking device enabled with SkySmart™ technology, an integrated end-to-end technology suite to provide the most flexible and reliable collateral assurance solution available on the market. SkySmart coupled with the CVF-200 is commercially available through CalAmp's LenderOutlook™ collateral assurance solution, and provides finance companies and Buy Here Pay Here (BHPH) automobile lenders with optimum connectivity to their assets, facilitating loan portfolio expansion with less risk and ensuring faster and more efficient asset recovery.

"Collecting payments and recovering collateral assets in a timely manner is critical to profitability in the automotive subprime lending market," said Michael Zachan, Senior Vice President and General Manager of CalAmp's Wireless Networks business. "SkySmart technology is designed to provide critical data, diagnostics and asset location information to significantly reduce annual costs associated with collections staff, repossessions and loss."

CalAmp's SkySmart technology suite delivers a range of highly configurable new features which increase performance reliability while also providing greater control and flexibility. The SkySmart dual processor architecture maximizes performance, availability and reliable communications resulting in higher success rates for critical device and asset communications even in fringe coverage areas, leading to improved recovery results. Its unique tamper-sensing and power management features enables three hours of operation with the integrated back-up battery for real-time notification and location data if vehicle power is lost for any reason. SkySmart also incorporates extensive over-the-air device management capabilities to remotely configure and update firmware, which can be used to

enable new features or diagnose and resolve issues in the field throughout the entire deployment lifecycle.

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

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