



NEWS RELEASE

RoviTracker Makes Tool Management Simple With CalAmp's Smart Sensors

2/19/2019

CalAmp Telematics Cloud and smart sensors help drive operational efficiencies and lower inventory management burden

IRVINE, Calif., Feb. 19, 2019 /PRNewswire/ -- CalAmp (Nasdaq: CAMP), a technology solutions pioneer leading transformation in a global connected economy, announced today its partnership with **RoviTracker** to leverage an integration with the CalAmp Telematics Cloud technology stack to provide a cost-effective asset visibility solution for equipment rental and construction site operators. The RoviTracker software solution is powered with data from the CalAmp Telematics Cloud and uses CalAmp's SC1004 and iOn Tag™ smart sensors to more efficiently manage smaller form factor tools and equipment.

A CalAmp iOn Tag can be affixed to any tool or high value asset and paired with a SC1004 asset visibility gateway placed at a job site or yard. Geozones, or virtual boundaries, set within the RoviTracker mobile app, allow site managers to monitor the movement of assets in and out of a construction site, rental lot or yard location. Real-time alert notifications are sent via the app when a piece of equipment enters or leaves a geozone.

"I am impressed by the quality and accuracy of CalAmp's service and thrilled to partner with a company that is helping us improve our product, along with our customer experience," said Alain Eav, founder and CEO at RoviTracker, Inc. "The iOn Tag solution we developed with CalAmp finally brings the right ROI that enables our clients to more efficiently account for hundreds of small assets. By integrating tool visibility into our Maptrac platform, our customers can manage their entire inventory without the need to use multiple companies and websites."

Previously, asset tracking solutions were high in cost and in many cases relied on smartphone apps as the means of



identifying the location of nearby assets. However, once the smartphone would leave the area with the employee, the last known location of the asset could not be confirmed. The CalAmp and RoviTracker solution allows companies to gather reports and historical data on their entire asset inventory across the extended coverage area of the SC1004 asset visibility gateway.

"We are excited to bring construction and rental businesses a new cost-effective solution that can reduce costly inefficiencies in inventory management and maximize utilization and workforce productivity. And the real-time alert notifications will help combat the loss or misplacement of tools and equipment," said Paul Washicko, senior vice president of product management at CalAmp. "We look forward to working with RoviTracker on this asset visibility solution and help drive adoption by their enterprise customers."

For more information about the CalAmp and RoviTracker asset visibility solution, visit CalAmp's booth #4737 and RoviTracker's booth #6475 at the **ARA Show**, February 17 – 20, 2019 in Anaheim, California.

About RoviTracker

RoviTracker helps companies take control of their remote assets and improve customer satisfaction with real-time data. We have an award-winning solution that collects additional data like engine runtime, battery voltage, solar charge, fuel level, temperature, integrated video surveillance, motion etc. We give industries including construction, energy, government and site management better visibility into business operations to help make decisions based on safety, profits and the environment.

About CalAmp

CalAmp (Nasdaq: **CAMP**) is a technology solutions pioneer transforming the global connected economy. We help reinvent businesses and improve lives around the globe with technology solutions that streamline complex IoT deployments and bring intelligence to the edge. Our software applications, scalable cloud services, and intelligent devices collect and assess business-critical data from mobile assets, cargo, companies, cities and people. We call this The New How, powering autonomous IoT interaction, facilitating efficient decision making, optimizing resource utilization, and improving road safety. CalAmp is headquartered in Irvine, California and has been publicly traded since 1983. For more information, visit calamp.com, or [LinkedIn](#), [Twitter](#), [YouTube](#) or [CalAmp Blog](#).

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