



NEWS RELEASE

SRS Technologies Selects CalAmp's Telematics Cloud Service for Transport Management

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Leading Logistics Software Company chooses CalAmp's Turnkey, Cloud-based Telematics Platform for Fleet and Asset Tracking Applications

IRVINE, Calif., July 19, 2016 /PRNewswire/ -- CalAmp (NASDAQ:CAMP), a leading provider of wireless products, services and solutions, announced that SRS Technologies LLC (SRS) has selected CalAmp's turnkey Telematics Cloud service to enhance SRS's Transport Management Platform. SRS, a software solutions provider focused on logistics operations, is leveraging CalAmp's Telematics Cloud to rapidly expand its logistics management solution footprint to include transportation assets. Real-time vehicle telematics and asset tracking enable SRS to offer advanced analytics to support a variety of value-added solutions such as more accurate capital budgeting and predictive maintenance.

"The rapid time-to-value provided by the Telematics Cloud service was a key deciding factor for us in choosing CalAmp as our telematics partner," said Ray Lark, Chief Executive Officer of SRS. "With an end-to-end, cohesive out of the box solution, we are able to deploy vehicle telematics-based services in a fraction of the time that it would have taken for us to develop the required underlying telematics infrastructure ourselves. CalAmp's Telematics Cloud also gives us extreme flexibility to rapidly add new solutions and functionality to meet the evolving needs of our customers."

CalAmp's Telematics Cloud is an application service enablement platform that gives SRS the ability to easily harness critical, time-sensitive vehicle and equipment telematics data via real-time and historical data feeds available through simple web service Application Programming Interfaces (APIs). This turnkey cloud service enables greater efficiencies, improved business performance and scalability for streamlined profitability. Key features include:

- Complete device management and control for full lifecycle support of deployed devices
- Seamless integration with numerous tier-one carriers that ensures a secure path from the device to the cloud and provides a single point of integration for applications
- Simple integration with existing end-customer applications via RESTful APIs to expedite deployment
- A single intelligent system for critical data feeds like real-time location and geo-fencing, work-order management, driver behavior monitoring and reporting, asset tracking for real-time route planning and carrier management

"CalAmp Telematics Cloud allows SRS to leverage CalAmp's strategic strengths across the entire telematics stack," said Mike Zachan, Senior Vice President and General Manager of CalAmp's Wireless Networks business. "Customers benefit from our extensive range of vehicle and fleet tracking devices and versatile PaaS solution that can be tailored for a variety of industrial fleet tracking and asset management applications for construction, service delivery, government and other enterprises where high quality, reliable data is paramount."

About CalAmp

CalAmp (NASDAQ: CAMP) is a pure-play pioneer in the connected vehicle and broader Industrial Internet of Things marketplace. The Company's extensive portfolio of intelligent communications devices, robust and scalable telematics cloud services, 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. CalAmp is headquartered in Irvine, California and has been publicly traded since 1983. For more information, please visit www.calamp.com.

About SRS Technologies

SRS Technologies is a leading provider of cloud hosted enterprise software solutions for the logistics and field services industries. Founded in 2013, SRS Technologies provides a broad array of solutions to enable fleet operators of all sizes the ability to easily manage their assets and meet compliance mandates. Our web-based solutions include fleet and asset tracking, drag and drop dispatch, real-time order communication, delivery confirmations, eLogs, eDVIR and other insights, which give our customers the ability to increase net income, improve customer satisfaction and reduce operating costs. For more information, please visit www.srstechologiesllc.com.

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