

September 11, 2007



Photo Release -- I.D. Systems Launches AvRamp With WiFree Communications for Airports, Airlines and Ground Handlers

System Designed to Optimize Utilization of Aircraft Ground Support Equipment

Patented Wireless Technology Provides Cost-Effective Alternative to GPRS-based Systems

HACKENSACK, N.J., Sept. 11, 2007 (PRIME NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless asset management solutions, today announced the launch of a new version of its patented Wireless Asset Net(r) industrial vehicle management system for the aviation market. The new AvRamp(tm) system provides a unique combination of intelligent vehicle control, real-time asset visibility, directed workforce management, and cost-free wireless communications designed to optimize management of aircraft ground support vehicles and the people who operate them.

A photo accompanying this release is available at
<http://www.primenewswire.com/newsroom/prs/?pkgid=4178>

Streamlining operations, maximizing productivity, and reducing costs are all primary concerns of airports, airlines, and ground handling companies. At the same time, improving service, safety, and security are also high priorities in the post-9/11 world. AvRamp(tm) impacts all of these areas -- the system is designed to deliver effective, sustainable solutions that address operational problems, safety issues, and security concerns in the airport environment. As a result, I.D. Systems expects that the system will provide a rapid, compelling return on investment.

AvRamp(tm) is the culmination of approximately \$6 million invested jointly by the U.S. Transportation Security Administration (TSA) and I.D. Systems. The system has undergone thorough testing by the TSA and has been deployed at U.S. Airports under the auspices of the Federal Aviation Administration.

Based on I.D. Systems' patented technology, which has been deployed on thousands of industrial vehicles -- for many of the world's most prominent manufacturers and retailers -- AvRamp(tm) is designed to optimize airport ground handling operations by:

- * minimizing the quantity of ground support equipment needed in the airport operations area through unique measurements of, and controls over, vehicle utilization;
- * helping ensure equipment is in the right place at the right time to minimize flight delays -- no matter what flight schedule changes occur -- by providing real-time visibility of vehicles and text

communications with operators;

- * directing tasks to equipment operators with dynamic, automated work allocation tools, and analyzing performance benchmarks;
- * reducing damage to airplanes and airport infrastructure caused by ground support vehicles through vehicle sensors and other operator accountability tools; and
- * providing a valuable layer of security in the airport operations area through remote vehicle access control, geo-fencing, and other security risk mitigation tools.

I.D. Systems believes that, in addition to providing comprehensive operational functionality, AvRamp(tm) is unique in its ability to communicate an unlimited amount of wireless information between mobile equipment and management computers with zero ongoing radio frequency communication fees. This capability -- called WiFree(tm) communications -- can give AvRamp(tm) a cost advantage over competing systems that use cellular, subscription-based, mobile data services, like GPRS, or a licensed band in the radio frequency spectrum.

In addition to enabling unlimited, cost-free wireless data communications, the WiFree(tm) system has a longer transmission range than standard 802.11 wireless local area networks, and is designed not to interfere with other wireless systems. At the same time, unlike open 802.11 wireless networks, the WiFree(tm) system has a high level of inherent security -- one key attribute that enabled the system to be deployed at U.S. Navy and naval contractor facilities after undergoing a network security accreditation and certification process.

Note to Editors

High-resolution images to accompany this announcement for publication are available upon request.

About I.D. Systems

I.D. Systems is a leading provider of wireless solutions for securing, tracking and managing high-value enterprise assets. These assets include industrial vehicles, such as forklifts and airport ground support equipment, and the people who operate them. The company's patented Wireless Asset Net(r) system, which utilizes radio frequency identification, or RFID, technology, addresses the needs of organizations to control track, monitor and analyze their assets. For more information, visit www.id-systems.com.

"Safe Harbor" Statement Under the Private Securities Litigation Reform Act of 1995:

This press release contains forward looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 and that are subject to risk and uncertainties, including, but not limited to, future economic and business conditions, the loss of any of the Company's key customers or reduction in the purchase of its products by any such customers, the failure of the market for the Company's products to continue to develop, the inability to protect the Company's intellectual property, the inability to manage the Company's growth, the effects of competition from a wide variety of local, regional, national and other providers of wireless solutions and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission, including the Company's annual report on Form 10-K for the year ended December 31, 2006. These risks could cause actual results to differ materially from those expressed in any forward looking statements made by, or on behalf of, the Company. The Company assumes no obligation to

update the information contained in this press release.

The photo is also available at Newscom, www.newscom.com, and via AP PhotoExpress.

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