

I.D. Systems, Inc. Announces Forklift Manufacturer NACCO Deploys 'Best-in-Class' Wireless Fleet Management Technology On Its Own Fleet of Forklifts

HACKENSACK, N.J., Sept. 19, 2007 (PRIME NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless asset tracking and management solutions, and NACCO Materials Handling Group, Inc. (NMHG), one of the world's largest forklift manufacturers, today announced that NMHG has deployed I.D. Systems' Wireless Asset Net(r) fleet management system at its primary U.S. parts distribution center in Danville, Illinois, to optimize the fleet of forklifts involved in its own material handling operations.

NMHG's Jonathan Dawley said, "In our view, as both a manufacturer of lift trucks and a user of such vehicles in our own operations, the Wireless Asset Net represents the state of the art in wireless fleet management. It provides unique tools to control, track, and analyze industrial trucks and operators. It has an unmatched history of sustained, effective performance in distribution and manufacturing environments. And it has a strong track record of delivering a significant return on investment."

The Wireless Asset Net improves productivity by establishing accountability for use of industrial vehicles, ensuring equipment is in the proper place at the right time, streamlining work flow through automated messaging, and providing management with unique metrics on -- and controls over -- equipment utilization. The system also improves workplace safety and security by restricting equipment access to trained, authorized operators and providing electronic vehicle inspection checklists. In addition, the system reduces maintenance expenses by automatically uploading vehicle data, reporting vehicle problems in real time, scheduling maintenance according to actual vehicle usage rather than on a calendar basis, and helping management determine the optimal economic time to replace equipment.

"NMHG is a cost-conscious operation in continual pursuit of technology-based best practices," said Pat DeSutter, Director of Operations at the NMHG parts distribution center. "Operationally, the implementation of I.D. Systems' Wireless Asset Net enables our facility to take another significant step forward in cost management. Down time and idle capital can be hidden sources of added cost. With I.D. Systems' wireless technology, we can better identify and address these costs."

"From a safety standpoint," added DeSutter, "managing operator checklists, as required by OSHA regulations, has always been a manual, administrative burden. By deploying the Wireless Asset Net, we will be able to manage this process electronically to ensure easy, accurate compliance with OSHA rules. In addition, by obtaining real-time visibility of issues identified on checklists, we will be able to respond quickly to any potential problems with the operation of our trucks."

NMHG is also a strategic marketing partner of I.D. Systems, promoting the Wireless Asset Net through its network of Hyster(r) and Yale(r) brand forklift dealers.

"We are very pleased to have NACCO Materials Handling Group as both a customer and a partner," said Peter Fausel, I.D. Systems' executive vice president of sales, marketing and customer service. "That NMHG has launched our Wireless Asset Net in its own facility reflects the significant economic impact our system can make. The Wireless Asset Net has helped optimize productivity, asset utilization and safety for many of the world's most admired corporations, and we are excited that the system has now become a best-practice management tool in NMHG's supply chain."

About I.D. Systems

I.D. Systems, Inc. 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 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 about I.D. Systems, visit www.id-systems.com.

About NACCO Materials Handling Group

NACCO Materials Handling Group, Inc. (NMHG) designs, engineers, manufactures, sells, services and leases a comprehensive line of lift trucks and aftermarket parts marketed globally under the Hyster(r) and Yale(r) brand names. NMHG is one of the world's largest lift truck manufacturers. Based in Portland, Oregon, NMHG is one of the three core businesses in the diversified holdings of NACCO Industries, Inc., a publicly-held company (NYSE:NC) with headquarters in Cleveland, Ohio. For more information, visit www.nmhg.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.

CONTACT: I.D. Systems, Inc.
For Financial Press
Ned Mavrommatis, Chief Financial Officer
ned@id-systems.com
For Trade Press
Greg Smith, Vice President Marketing
gsmith@id-systems.com

General Phone: 201-996-9000
General Fax: 201-996-9144