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I.D. Systems Wireless Solutions Featured at RedPrairie User Conference

ORLANDO, Fla., April 30, 2007 (PRIME NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of RFID-based asset tracking and management solutions, and RedPrairie Corporation, a world leading consumer-driven optimization company, today announced that I.D. Systems is exhibiting its best-practice material handling labor management solutions at RedPrairie's "RedShift 2007" annual user conference, commencing today at the Omni Orlando Resort. In conjunction with this event, I.D. Systems and RedPrairie have signed a memorandum of understanding to pursue a joint strategic marketing agreement.

I.D. Systems' patented Wireless Asset Net(r) system controls, tracks and manages fleets of material handling vehicles and the people who operate them. It improves productivity in manufacturing and distribution environments by establishing total visibility of, and accountability for, vehicle utilization. It also improves workplace safety and security through vehicle access control, electronic inspection checklists, impact sensing, and real-time visibility of asset status. In addition, the system helps reduce operating costs through automated tools for managing vehicle maintenance.

RedPrairie's E2e(tm) solutions integrate workforce management technologies, like the Wireless Asset Net(r), with business transformation processes, change management and strategic project management to optimize the agility, accountability and efficiency of an enterprise's supply chain. RedPrairie's workforce management tools include demand planning, schedule and task optimization, training management, compliance and measurement tools, and visibility and analytic tools -- all of which work together to provide continuous improvement in productivity, asset utilization, work quality, worker turnover, and labor costs.

"We are excited to have I.D. Systems as an exhibiting partner at our RedShift user conference because the Wireless Asset Net(r) can generate more value for customers through better visibility of, and control over, material handling operations," said Tom Kozenski, RedPrairie's vice president of product marketing. "The system can increase the quantity and quality of productivity data. It can add a new dimension to labor incentive and discipline programs. It can enable automation and remote visibility of key management tasks, such as standards audits. And it can provide effective, sustainable control over the mobile equipment and people involved in material handling. These capabilities not only complement environments where Warehouse Management Systems are used, they also provide an effective alternative to management in environments where WMS deployment is limited or non-existent."

Peter Fausel, I.D. Systems' executive vice president of sales, marketing and customer service, said, "The customer need that I.D. Systems fills so well -- controlling and tracking activity of material handling vehicles and operators -- blends exceptionally well with RedPrairie's strengths, which include benchmarking labor expectations and aggregating productivity data on a full-facility scale, executing employee discipline and incentive

programs, implementing employee training management systems, and providing data analysis and consultancy to help extract more productivity and cut more costs from the supply chain. We look forward to partnering with RedPrairie to add the Wireless Asset Net(r) to the E2e(tm) solutions set and bring the combined power of our workforce management and control tools to enterprises focused on material handling."

About I.D. Systems

Based in Hackensack, NJ, I.D. Systems, Inc. is a leading provider of wireless solutions for managing and securing high-value enterprise assets. These assets include industrial vehicles, such as forklifts and airport ground support equipment, and rental vehicles. 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 I.D. Systems at www.id-systems.com.

About RedPrairie Corporation

RedPrairie is a world leading consumer-driven optimization company. Built on an advanced Service Oriented Architecture (SOA) developed over the past 10 years, the RedPrairie integrated suite of solutions offers on-demand capabilities to over 25,000 sites worldwide for many of the world's largest companies. RedPrairie's end-to-end (E2e(tm)) solutions synchronize people and products throughout the customer buying cycle to ensure goods reach the right place at the right time. At the point of sale, this means consumers have access to desired products and that the store is staffed with the right people to help them make their purchases. In the production cycle, it means suppliers and manufacturers time and synchronize shipments and production based on demand signals from the retailer. And in the back room of the store, it means having the least amount of inventory, solving the "last yard" problem of the retail supply chain. With 20 global service sites and standard service methods that have been validated over the last 30 years, RedPrairie provides unparalleled service and support. For more information, call 877-733-7724 or visit www.RedPrairie.com.

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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 I.D. Systems' key customers or reduction in the purchase of its products by any such customers, the failure of the market for I.D. Systems' products to continue to develop, the inability to protect I.D. Systems' intellectual property, the inability to manage I.D. Systems' 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 I.D. Systems' filings with the Securities and Exchange Commission, including I.D. Systems' annual report on Form 10-K for the year ended December 31, 2005. These risks could cause actual results to differ materially from those expressed in any forward looking

statements made by, or on behalf of, I.D. Systems. I.D. Systems assumes no obligation to update the information contained in this press release.

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