

# **I.D. Systems' Wireless Technology to be Launched in China by Global Consumer Packaged Goods Customer**

## ***\$935,000 Purchase Order Funds Deployment of PowerFleet® Wireless Vehicle Management System at Three Sites in China***

WOODCLIFF LAKE, N.J., Feb. 10, 2014 (GLOBE NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless M2M asset management solutions, has received a purchase order valued at \$935,000 from one of the world's largest consumer packaged goods (CPG) companies, a long-time I.D. Systems customer. The order calls for I.D. Systems to deploy its PowerFleet® wireless Vehicle Management System (VMS) on fleets of industrial trucks at three of the customer's facilities in the People's Republic of China.

After implementation, the customer will have deployed the PowerFleet VMS on more than 1,300 vehicles across 19 sites worldwide, including in Asia, Africa, Europe, South America, and North America. The order was secured and implementation will be overseen by I.D. Systems' European subsidiary, I.D. Systems GmbH.

"This will be the first deployment of our patented wireless technology in China, the world's fastest-growing market for industrial vehicles," said Jeffrey Jagid, I.D. Systems' chairman and CEO. "This global CPG customer has clearly derived significant financial and operational benefits from our wireless systems, and we look forward to continue deploying our unique solutions for this customer around the world."

I.D. Systems holds more than 60 patents related to its wireless solutions, including a patent in China for its core electronic control system and network.

### **About Vehicle Management Systems**

Vehicle Management Systems (VMS) help improve workplace safety and security by restricting vehicle access to trained, authorized operators, providing electronic vehicle inspection checklists, and sensing vehicle impacts. A wireless VMS also helps reduce fleet maintenance costs by automatically uploading vehicle data, reporting vehicle problems electronically, scheduling maintenance according to actual usage rather than by calendar time, and helping determine the optimal economic time to replace equipment. In addition, a wireless VMS helps improve supply chain productivity by establishing accountability for the use of equipment, ensuring equipment is in the proper place at the right time, streamlining material handling work flow, and providing unique metrics on equipment utilization.

### **About I.D. Systems**

Headquartered in Woodcliff Lake, New Jersey, with subsidiaries in Texas, Germany, and the United Kingdom, I.D. Systems, Inc. is a leading global provider of wireless M2M solutions for

securing, controlling, tracking, and managing high-value enterprise assets, including rental cars, industrial vehicles, trailers, containers, and cargo. The company's patented technologies address the needs of organizations to monitor and analyze their assets to increase efficiency and productivity, reduce costs, and improve profitability. PowerFleet® is a registered trademark of I.D. Systems. For more information, visit [www.id-systems.com](http://www.id-systems.com).

### **Cautionary Note Regarding Forward-Looking Statements**

This press release contains forward looking statements within the meaning of federal securities laws. Forward-looking statements include statements with respect to I.D. Systems' beliefs, plans, goals, objectives, expectations, anticipations, assumptions, estimates, intentions, and future performance, and involve known and unknown risks, uncertainties and other factors, which may be beyond I.D. Systems' control, and which may cause its actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. All statements other than statements of historical fact are statements that could be forward-looking statements. For example, forward-looking statements include: statements regarding prospects for additional customers; market forecasts; projections of earnings, revenues, synergies, accretion or other financial information; and plans, strategies and objectives of management for future operations, including integration plans in connection with acquisitions. The risks and uncertainties referred to above include, but are not limited to, future economic and business conditions, the loss of key customers or reduction in the purchase of products by any such customers, the failure of the market for I.D. Systems' products to continue to develop, the possibility that I.D. Systems may not be able to integrate successfully the business, operations and employees of acquired businesses, the inability to protect I.D. Systems' intellectual property, the inability to manage growth, the effects of competition from a 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 its annual report on Form 10-K for the year ended December 31, 2012. 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, and expressly disclaims any obligation to do so, whether as a result of new information, future events or otherwise.

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