

January 22, 2015



I.D. Systems Receives M2M Evolution IoT Excellence Award for Next-Generation Wireless Vehicle Management System

WOODCLIFF LAKE, N.J., Jan. 22, 2015 (GLOBE NEWSWIRE) --[I.D. Systems, Inc.](#) (Nasdaq:IDSY), a leading provider of wireless M2M asset management solutions, has received a 2014 M2M Evolution IoT Excellence Award for its PowerFleet® wireless vehicle management system (VMS) for controlling, tracking and managing forklifts and other industrial trucks. PowerFleet is a machine-to-machine (M2M) "Internet of Things" (IoT) application, featuring I.D. Systems' fourth generation of on-vehicle wireless devices and industry-leading Analytics software to quantify key performance indicators (KPIs) in material handling operations.

Presented by [TMC](#) and [Crossfire Media](#), the 2014 M2M Evolution IoT Excellence Award honors innovative products that support the collection and analysis of information through sensors, systems and other technology that supports better business and personal decisions.

"We are gratified that this award recognizes our innovation and leadership in the wireless supply chain asset management market," said Kenneth Ehrman, I.D. Systems' chairman and CEO. "Our newest generation of PowerFleet makes the benefits of VMS easier to obtain than ever. And our patented wireless technology has proven effective for industrial fleets small and large, from less than 10 vehicles at a site to more than 1,000 across an enterprise."

I.D. Systems' 4th-generation Vehicle Asset Communicator® (the "VAC4") simplifies VMS installation on industrial trucks (it can be installed in as little as one hour), improves usability for vehicle operators, through an enhanced keypad and graphical display, and expands VMS functionality with multi-language capabilities and an option for in-vehicle cellular communications.

I.D. Systems Analytics is a set of software tools that gives executives and facility managers a single, integrated view of historical asset activity across multiple locations. The data is conveyed through both KPI dashboards and detailed reports that are emailed to users automatically. The KPIs answer critical questions about the use of industrial trucks, including: Are operations being conducted safely? How well are vehicle operators being managed? How efficiently is the fleet of equipment being utilized? And is the vehicle management system being used effectively?

"It is my pleasure to recognize the PowerFleet VMS with an M2M Evolution IoT Excellence Award for excellence in innovation," said Carl Ford, CEO & Community Developer, Crossfire Media. "I look forward to seeing the future success of I.D. Systems, as a leader in this rapidly evolving industry."

The winners of the 2014 M2M Evolution IoT Excellence Award will be highlighted in the first quarter edition of *M2M Evolution* Magazine and on www.m2mevolution.com.

About Vehicle Management Systems

A wireless Vehicle Management System (VMS) helps improve material handling productivity by establishing accountability for the use of equipment, streamlining work flow, and providing unique metrics and Key Performance Indicators for equipment and labor. A wireless VMS also helps improve workplace safety and security by restricting vehicle access to trained operators, providing electronic vehicle inspection checklists, and responding automatically to vehicle impacts. In addition, a wireless VMS 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.

About I.D. Systems

Headquartered in Woodcliff Lake, New Jersey, with subsidiaries in Texas, Germany, and the United Kingdom, I.D. Systems is a leading global provider of wireless solutions for securing, controlling, tracking, and managing high-value enterprise assets, including industrial vehicles, rental cars, 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. For more information, please visit www.id-systems.com.

About Crossfire Media

[Crossfire Media](#) is an integrated marketing company with a core focus on future trends in technology. We service communities of interest with conferences, tradeshow, webinars and newsletters. Crossfire Media has a partnership with Technology Marketing Corporation (TMC) to produce events and websites related to disruptive technologies. Crossfire Media is a division of Crossfire Consulting, a full service Information Technology company based in New York.

About TMC

TMC is a global, integrated media company that helps clients build communities in print, in person and online. TMC publishes multiple magazines including [CUSTOMER](#), [INTERNET TELEPHONY](#), [M2M Evolution](#) and [Cloud Computing](#). TMCnet is read by more than 1.5 million unique visitors each month, and is the leading source of news and articles for the communications and technology industries. TMC is also the producer of [ITEXPO](#), the world's leading B2B communications event, as well as industry events: *M2M Evolution*; *Cloud4SMB Expo*; *DevCon5*; *HTML5 Summit*; *Super Wi-Fi Summit*, *CVx*, *AstriCon*; *StartupCamp*, and more. For more information, please visit www.tmcnet.com and [TMC Events](#).

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; potential barriers to competition; projections of earnings, revenues, synergies, accretion or other financial information; expectations for growth of the business; and plans, strategies and objectives of management for future operations. 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, 2013. 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.

CONTACT: IDSY Investor Relations
Liolios Group, Inc.
Matt Glover or Michael Koehler
Phone: 949-574-3860
IDSY@liolios.com

TMC
Rebecca Conyngham
Marketing Manager
Phone: 203-852-6800, ext. 287
rconyngham@tmcnet.com

Source: I.D. Systems, Inc.