

Global Leading Provider of Advanced Wireless Technology Solutions for Asset Management
IDSY Stock Price & Volume (NASDAQ GM)

Key Stats (Sources: Capital IQ, SEC filings, company mgmt.)

Stock Price (1/13/11)	\$5.49
52 Week Low/High	\$3.42/\$6.34
Average Daily Trading Volume (3 mo.)	41,659
Shares Outstanding	12.1M
Free Float Shares est.	6.0M
Insider & Affiliate Holdings	14%
Institutional Holdings	46%
Revenue (ttm)	\$34.7M
Net Income (GAAP) (ttm)	\$(6.7)M
Net Income (Non-GAAP) (ttm)	\$(2.6)M
Cash & Marketable Securities (mrq)	\$28.0M
Total Assets (mrq)	\$61.2M
Total Liabilities (mrq)	\$15.8M
Market Capitalization	\$64.4M
Enterprise Value	\$44.9M
Enterprise Value/Revenue (ttm)	1.3x
Fiscal Year End	Dec 31

Top Institutional Shareholders (Sept 30, 2011)

Artis Capital Management: 2,152,984 shares
Diker Management: 605,015 shares
Dimensional Fund Advisors: 500,787 shares
BlackRock: 373,177 shares
The Vanguard Group: 314,928 shares

Company Contacts

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About I.D. Systems

I.D. Systems' wireless solutions secure, track & manage mobile assets across many verticals

Patented systems combine RFID, Wi-Fi, satellite or cellular communications to control, monitor & analyze the movement of assets:

- ▶ **Campus-based Vehicle Management Systems (VMS)** for industrial fleets of lift trucks, aircraft ground support equipment & other vehicles
- ▶ **Off campus-based Asset Intelligence (AI)** trailer & container tracking solutions for manufacturers, retailers, shippers & freight transportation
- ▶ **Rental Fleet Management** system for both traditional airport car rental lots and new "virtual" car rental lots

I.D. Systems Key Highlights

- ▶ Avis/Budget to deploy new wireless vehicle rental technology on 30,000 vehicles
- ▶ Diversified customer base: Wal-Mart, Ford, Raymond Corp, GE Trailer Fleet Services, P&G
- ▶ Balance sheet: \$28M cash (\$2.32/share) & no debt
- ▶ Guided to net profitability by year-end 2011¹

Growth Strategy

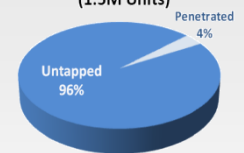
- ▶ Expand into global markets offering additional opportunities beyond U.S.
- ▶ Leverage channel partners to increase market visibility & sales presence in vertical markets: *aviation, distribution & rental fleets*
- ▶ Upsell existing customers for incremental revenue
- ▶ Maintain market leadership with continued innovation & intellectual property

Recent News Highlights

- Oct 31:** Reported record third quarter revenue up 74%, net income of \$0.06 per share (non-GAAP)
- Oct 6:** U.S. Postal Service awarded I.D. Systems contracts for wireless system upgrades, enhancements and support services

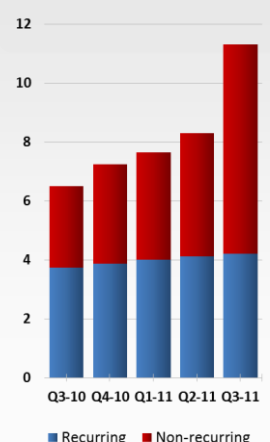
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Market Penetration
 U.S. Supply Chain
 (1.5M Units)


Of the penetrated VMS market, IDSY currently holds **50% market share**

Marquee Clients

Quarterly Revenue
 (Millions \$)


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