



FOR IMMEDIATE RELEASE

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I.D. Systems, Inc. To Present at Morgan Keegan Equity Conference

Hackensack, NJ, August 20th, 2004 —

I.D. Systems, Inc. (NASDAQ: IDSY), a leader in wireless asset tracking and management solutions, today announced that it will be a featured presenter at the Morgan Keegan Equity Conference being held at the JW Marriot hotel, New Orleans, September 8-10, 2004. Jeffrey M. Jagid and Ned Mavrommatis, I.D. Systems' chairman and CEO and chief financial officer respectively, will be discussing the company's prospects.

"We are excited to share our financial accomplishments for the current year as well as details on our continued growth in the wireless fleet management market" said Mr. Mavrommatis. "Additionally, we will discuss current trends in asset management and touch on exciting future opportunities".

To tune into the live webcast, please access I.D. Systems new website at www.id-systems.com and proceed to the Investor Relations page.

Morgan Keegan's Senior Analyst Brian Rutenbur has recently initiated analyst coverage on I.D. Systems.

About Morgan Keegan & Company

Founded in 1969 in Memphis, Tennessee, Morgan Keegan & Company is today a premier regional investment firm offering full-service investment banking, securities brokerage, trust and asset management. Morgan Keegan serves the diverse financial needs of individual investors, corporate and institutional clients throughout the U.S. and abroad. Morgan Keegan has over 200 offices in 18 states, nearly 3,000 employees and \$460 million in equity capital.

About I.D. Systems

Based in Hackensack, New Jersey, I.D. Systems, Inc. is a leading provider of wireless solutions for corporate asset management. I.D. Systems' customers include 3M Company, American Axle, Archer Daniels Midland, Daimler Chrysler, Deere & Co., Ford Motor Company, General Dynamics, Hallmark Cards, Northrop Grumman, Target Corporation, Walgreen Co., the U.S. Navy, the U.S. Postal Service, and the U.S. Transportation Security Administration, among others.. Using local area networks, wide area networks, and the Internet, the company's systems enable management to control and track the location and status of their assets — from forklifts and cranes to automobiles and trucks — in real time. For more information on I.D. Systems, Inc., visit www.id-systems.com.

“Safe Harbor” statement under the Private Securities Litigation Reform Act of 1995: This press release contains forward looking statements that are subject to risk and uncertainties, including, but not limited to, the impact of competitive products, product demand and market acceptance risks, fluctuations in operating results and other risks detailed from time to time in I.D. Systems’ filings with the Securities and Exchange Commission. These risks could cause I.D. Systems’ actual results for the current fiscal year and beyond to differ materially from those expressed in any forward looking statements made by, or behalf of, I.D. Systems.

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