



FOR IMMEDIATE RELEASE

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I.D. Systems, Inc. To Present at AeA Technology Investor Conference

Hackensack, NJ, May 11, 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 American Electronics Association (AeA) Micro Cap Financial Conference at the Monterey Plaza Hotel in Monterey, California, from May 16-18, 2004. Jeffrey Jagid and Ned Mavrommatis, I.D. Systems' chief executive officer and chief financial officer, respectively, will be discussing the company's prospects with technology investors, including investment bankers, portfolio managers, corporate investors, and analysts.

The AeA Micro Cap Financial Conference provides public technology companies with an environment in which to showcase their companies to the investment community. Company executives present their technologies, strategic missions, trend analysis, and other significant information to a focused group of potential investors.

"Coverage of IDSY was recently initiated by CE Unterberg Towbin, based, we believe, on I.D. Systems' increasingly positive financial results and near-term prospects for significant further growth," said Mr. Mavrommatis. "At the AeA Financial Conference, we look forward to meeting with a large group of technology-centered investment professionals and presenting our technical market leadership position, our impressive base of blue chip customers, and our strategy for continued rapid growth of both revenues and earnings."

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.

About AeA

Based in Washington, DC, and Silicon Valley, California, AeA is the nation's largest high-technology trade association. Representing more than 3,000 companies with 1.8 million employees, AeA is dedicated to advancing the business of technology and helping member companies make and save money.

"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.