



FOR IMMEDIATE RELEASE

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I.D. Systems, Inc. Approved for Listing on NASDAQ National Market; Trading Commences Monday, November 8

I.D. Systems' CEO to Open NASDAQ Market on Friday, November 19

Hackensack, NJ, November 4, 2004 —

I.D. Systems, Inc. (NASDAQ: IDSY), a leader in wireless asset tracking and management solutions, today announced that it has received approval for listing its common stock on The NASDAQ National Market. The stock will commence trading under the symbol IDSY on Monday, November 8, 2004. I.D. Systems, Inc. common stock has been trading on the NASDAQ Small Cap Market under the same symbol since June, 1999.

“Having met the market capitalization requirements for a National Market listing, I.D. Systems’ management felt it would be in the best interests of our shareholders to make the company’s common stock available on the broader market,” said Jeffrey M. Jagid, I.D. Systems’ chairman and chief executive officer. “Like many, we see the NASDAQ National Market as the world’s premier stock market for high-technology companies, and we are delighted to make I.D. Systems a part of it. This new listing status marks a significant milestone for us, reflecting our leadership in wireless asset management technology, the positive return on investment our technology is generating for some of the world’s foremost companies, and our rapid growth in revenues.”

In conjunction with I.D. Systems’ new listing status, Mr. Jagid has accepted an invitation to preside over the opening of the NASDAQ market in New York City on November 19, 2004, at 9:30 am EST. The ceremony will be broadcast from 9:20 to 9:35 a.m. EST via satellite and the NASDAQ MarketSite’s live webcam at <http://www.nasdaq.com/about/marketsitetowervideo.aspx>. Photographs of the ceremony will also be available upon request.

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, DaimlerChrysler, 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, 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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