



FOR IMMEDIATE RELEASE

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I.D. Systems Receives Order to Provide Wireless Fleet Management System for Canadian Retailer

Hackensack, NJ, January 10, 2005 —

I.D. Systems, Inc. (NASDAQ: IDSY) today announced that it has received a purchase order for its Wireless Asset Net™ industrial fleet management system from Wajax Industries Limited on behalf of a major Canadian retailer. Wajax Industries is the mobile equipment operating unit of Wajax Limited (TSX: WJX), a leading Canadian company engaged in the sale and after-sales support of mobile equipment, industrial components and diesel engines. The order is valued at more than US\$400,000 and is expected to be delivered in the first quarter of 2005.

Wajax Industries, based in Mississauga, Ontario, distributes, customizes, and services product lines from leading mobile equipment manufacturers through a network of 31 sales and service branches. The company provides lift trucks, cranes, container handlers, mining, utility, construction and forestry equipment, and other industrial vehicles and associated services across a wide range of industries, including retail and wholesale distribution, manufacturing, mining, utilities, construction and forestry.

Peter Linke, I.D. Systems' vice president of sales, said, "We are very pleased to win this program for two primary reasons. First, we intend to leverage the success of the project to work with Wajax to establish a strong dealer program in Canada, effectively putting more sales people on the street on behalf of I.D. Systems. We are working to develop a similar dealer network here in the U.S. as well. Second, the order further expands our presence in the Canadian marketplace, adding to our existing deployments at Canadian facilities of Deere & Co. and Ford Motor Company."

About The Wireless Asset Net

The Wireless Asset Net is designed to improve safety and security by restricting vehicle access to trained and authorized operators (as required by OSHA) and providing electronic safety inspection checklists. The system is designed to reduce maintenance expenses by automatically uploading vehicle data, reporting problems identified on checklists in real time, scheduling maintenance according to actual vehicle usage rather than on a calendar basis, and helping management determine the optimal economic time to replace equipment.

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, Inc., visit www.id-systems.com.

More...

“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 to differ materially from those expressed in any forward looking statements made by, or on behalf of, I.D. Systems.

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