



FOR IMMEDIATE RELEASE

CONTACTS:	<u>Europe</u>	<u>USA</u>
	Alexander Glasmacher	Greg Smith
	European Business Manager	Vice President Marketing
	aglasmacher@id-systems.com	gsmith@id-systems.com
	Fürstenwall 146	One University Plaza
	40217 Düsseldorf, Germany	Hackensack, NJ 07601 USA
	+49 (0)211-311-633-46	+1 201-996-9144

I.D. Systems, Inc. Launches European Operations to Support International Demand for Wireless Vehicle Management Solutions

Hackensack, NJ, October 10, 2006—I.D. Systems, Inc. (NASDAQ: IDSY), a leading provider of wireless asset tracking and management solutions, today announced that it has established European headquarters in Düsseldorf, Germany, to market and support its products to meet growing international demand for wireless vehicle management solutions. The company appointed Alexander Glasmacher – a graduate of Stanford University and INSEAD Fontainebleau Business School with more than 12 years of experience in the European wireless and RFID markets – as its European Business Manager.

In conjunction with the opening of its offices in Germany, I.D. Systems is participating in European industry events, including the Airports Council International “Airport Exchange” in Madrid, Spain, October 9-11, and the Ground Handling International Conference in Monte Carlo, Monaco, November 27-29, 2006.

“Alex Glasmacher has unmatched experience developing high technology markets and is uniquely qualified to lead our sales efforts in Europe,” said Rick Muntz, I.D. Systems’ executive vice president of sales, marketing, and customer satisfaction. “Alex’s knowledge of our core markets, especially material handling and aviation, as well as an intimate understanding of the European business environment, will complement our growing capabilities to support and serve markets outside North America, which are an important component of our vision for growth.”

Mr. Glasmacher added, “Many European companies and airports are at the forefront of evaluating wireless fleet management technologies. We want to ensure that I.D. Systems provides these companies with the best technological solutions and most timely support possible to help them manage their vehicle fleets more effectively, reduce operating costs, and increase profits. I.D. Systems provides innovative, cost-effective, proven solutions for control, tracking and management of industrial vehicles, and I am confident that these solutions will find receptive markets in Europe and beyond, just as they have in the United States.”

Based in Hackensack, NJ, I.D. Systems, Inc. is a leading provider of wireless solutions for managing and securing high-value enterprise assets. These assets include industrial vehicles, such as forklifts and airport ground support equipment, and rental vehicles. The Company’s patented Wireless Asset Net® system, which utilizes radio frequency identification, or RFID, technology, addresses the needs of organizations to control track, monitor and analyze their assets. I.D. Systems’ customers include 3M, Archer Daniels Midland, DaimlerChrysler, Deere, Ford, Nissan, Northrop Grumman, Target, Toyota, Walgreens, the U.S. Postal Service, and the U.S. Transportation Security Administration, among others. 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 made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 and that are subject to risk and uncertainties, including, but not limited to, future economic and business conditions, the loss of any of the Company’s key customers or reduction in the purchase of its products by any such customers, the failure of the market for the Company’s products to continue to develop, the inability to protect the Company’s intellectual property, the inability to manage the Company’s growth, the effects of competition from a wide variety of local, regional, national and other providers of wireless solutions and other risks detailed from time to time in the Company’s filings with the Securities and Exchange Commission, including the Company’s annual report on Form 10-K for the year ended December 31, 2005. These risks could cause actual results to differ materially from those expressed in any forward looking statements made by, or on behalf of, the Company. The Company assumes no obligation to update the information contained in this press release.

#