



## FOR IMMEDIATE RELEASE

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## I.D. Systems' Inaugural Users Group Conference Provides Insights into Wireless Asset Management Benefits for Industry and Government Leaders

Hackensack, NJ, October 26, 2006—I.D. Systems, Inc. (NASDAQ: IDSY), a leading provider of wireless asset tracking and management solutions, today reported that its inaugural Users' Group Conference, held October 12-13, 2006, in the New York City area, was attended by representatives of some of the world's largest and most respected retailers, manufacturers and governmental agencies. Attendees received and shared information on the current status and future directions of radio frequency identification (RFID)-based asset tracking and monitoring applications.

The two-day conference consisted of case studies by I.D. Systems' customers on the economic benefits generated by wireless industrial fleet management, presentations by senior I.D. Systems managers on the state of the art in wireless asset management, and peer-to-peer networking opportunities. Customer case studies focused on the use of industrial vehicle-related data for measuring and increasing productivity, controlling vehicles for improved safety practices, and reducing vehicle maintenance costs and other fleet operating expenses.

"I found the conference to be very insightful," said Mark Butcher, Systems Administrator at Rite Aid Corporation. "It was nice to hear about other experiences with wireless asset management technology and how other companies use it to improve their business. It was also encouraging to see that I.D. Systems places such stock in customer feedback and is willing to adapt to our business needs."

Other attendees agreed. Roger Tenney, head of Industrial Vehicle Strategy and Engineering at Ford Motor Company, said, "The chance to talk formally and informally with some of our user peers was fantastic." Omar Balodis of Canadian Tire Corporation added, "The conference was a great opportunity to learn from fellow users and I.D. Systems."

"The conference was successful not only in educating attendees about many new ideas and applications for wireless asset management technology, but also in letting them share their experiences and accomplishments with existing wireless technology," said Rick Muntz, I.D. Systems' executive vice president of sales, marketing, and customer satisfaction. "Our wireless solutions are becoming best practices in many of our customers' supply chains, and we viewed this Users' Group Conference as a way to foster our customers' use of wireless technology toward more productive material handling operations, lower operating costs, and a safer workplace."

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. For more information on I.D. Systems, visit [www.id-systems.com](http://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.