



FOR IMMEDIATE RELEASE

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I.D. Systems to Present at Canaccord Adam's 27th Global Growth Conference

Hackensack, New Jersey, (July 31, 2007)— I.D. Systems, Inc. (NASDAQ: IDSY) a leading provider of wireless asset tracking and management solutions, today announced that it will deliver a presentation at the 27th Annual Canaccord Adams Global Growth Conference in Boston, MA. Jeff Jagid, Chairman & COO and Ned Mavrommatis, CFO, are scheduled to present to leading institutional investment representatives on Thursday, August 9, 2007, at the InterContinental Boston.

Jeff Jagid and Ned Mavrommatis will join executives from nearly 270 public and private companies for the conference, one of the longest-running institutional events focused exclusively on growth companies.

Jeff Jagid, Chairman & COO of I.D. Systems, Inc. said, "We look forward to showcasing our company to some of the country's top growth investors at this year's Growth Conference." Ned Mavrommatis, CFO added, "This is an ideal venue in which we can provide an important mid-year update of our growth strategy and achievements."

"Long known as the Summer Seminar, this year we have changed the name of the event to better reflect the expanding international scope of companies and investors attending," said Kevin Dunn, President and CEO of Canaccord Adams Inc. "It is our continued mission to deliver a top quality event for institutional clients and venture capitalists, connecting them with exciting growth companies. The conference will also afford corporate clients access to investing insights and valuable market information. Our goal is to provide a premier forum for sharing knowledge, discussing emerging trends and identifying investment opportunities for public and private companies, venture capitalists and institutional investors."

The Canaccord Adams Global Growth Conference is one of the oldest and largest programs showcasing both publicly traded and privately held growth companies. Many of the presenting public companies are covered by Canaccord Adams' global team of equity analysts. To learn more about the conference, please contact Nadine Miller at 617.371.3842 or Nadine.Miller@CanaccordAdams.com.

About I.D. Systems

I.D. Systems, Inc. is a leading provider of wireless solutions for securing, tracking and managing high-value enterprise assets. These assets include industrial vehicles, such as forklifts and airport ground support equipment, and the people who operate them. 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 about I.D. Systems, visit www.id-systems.com.



About Canaccord Adams:

Canaccord Adams is a leading independent financial services firm committed to fostering the entrepreneurial economy by bringing corporate and institutional clients a unique perspective on global investment opportunities. With operations in research, sales and trading, and investment banking, our 225 professionals seek out emerging opportunities in our key sectors — Mining and Metals, Energy, Technology, Life Sciences, Real Estate, and Industrial Growth. Located in ten offices internationally, our experienced team generates focused, actionable ideas that identify opportunity and facilitate growth. Canaccord Adams, the international capital markets division of Canaccord Capital Inc., has operations in Toronto, London, Boston, Vancouver, New York, Calgary, Montreal, San Francisco, Houston and Chicago.

More information is available at www.canaccordadams.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.

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