



FOR IMMEDIATE RELEASE

CONTACTS:

For Financial Press

Ned Mavrommatis
Chief Financial Officer
ned@id-systems.com
General Phone: 201-996-9000. General Fax: 201-996-9144

For Trade Press

Greg Smith
Vice President Marketing
gsmith@id-systems.com

I.D. Systems to Present at Thomas Weisel Partners Technology & Telecom Conference

Hackensack, NJ, January 22, 2009—I.D. Systems, Inc. (NASDAQ: IDSY), a leading provider of wireless asset tracking and management solutions, today announced that it will be a featured presenter at Thomas Weisel Partners' annual Technology & Telecom Conference at The Fairmont Hotel in San Francisco, California. The conference begins on Monday, February 9, and continues through Wednesday, February 11. I.D. Systems' management will conduct a presentation on Wednesday, February 11, at 3:50 PM. A live webcast of the event will be available at: <http://www.veracast.com/webcasts/twp/tech09/45313377.cfm>

“We look forward to this opportunity to meet investors interested in emerging technology trends and discuss I.D. Systems' patented, industry-leading wireless technology for managing corporate assets, such as fleets of industrial vehicles,” said Ned Mavrommatis, I.D. Systems' chief financial officer. “We are pleased to be able to share our past accomplishments and vision for the future with an audience of investment professionals that should include some of the country's leading institutional investors.”

About Thomas Weisel Partners

Thomas Weisel Partners is a merchant bank providing investment banking, institutional brokerage, private client services, private equity investing and asset management exclusively focused on the growth sectors of the economy. The firm's distinctive competence is combining deep domain expertise, superior transaction execution capability and senior level attention. Thomas Weisel Partners is headquartered in San Francisco with additional offices in New York, Boston and Palo Alto, California. Visit Thomas Weisel Partners online at www.tweisel.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.

“Safe Harbor” statement:

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, such as the Company's outlook for financial results and prospects for additional customers and revenues. Forward-looking statements include statements with respect to our beliefs, plans, objectives, goals, expectations, anticipations, assumptions, estimates, intentions, and future performance, and involve known and unknown risks, uncertainties and other factors, which may be beyond our control, and which may cause our actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. All statements other than statements of historical fact are statements that could be forward-looking statements. These forward-looking statements 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, 2007. 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.

#