



## FOR IMMEDIATE RELEASE

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### RFID Technology News:

## **I.D. Systems Introduces New Products/Applications at ProMat 2005 Show; *Food Logistics* Puts I.D. Systems on “100 Technology Solution Providers” List**

Hackensack, NJ, January 20, 2005 —

At the ProMat material handling exhibition in Chicago, which ran from January 10-14, I.D. Systems, Inc. (NASDAQ: IDSY) introduced two new RFID-based products to complement its patented Wireless Asset Net™ industrial fleet management system: the Machine Asset Communicator™ (MAC), and the Battery Charger Monitoring Point™ (Battery ChaMP™).

The MAC provides wireless monitoring and control of fixed machinery. Functions include automatic quality control checks, real-time alerts on out-of-specification machine parameters, automatic machine shut-down based on user-defined criteria, operator access control, and electronic maintenance checklists. The initial application of MAC technology is in the automotive industry, where the system is being used to enforce quality control on adhesive-dispensing robots.

The Battery ChaMP works with any industrial battery fast-charge system to provide automatic data uploads and real-time system visibility. Fast-charge systems generate multiple safety and environmental benefits, increased productivity, and lower operating costs for industrial truck fleets. The ChaMP eliminates all labor from collecting fast-charge system data, monitors crucial compliance with battery charging schedules, reports battery and charger problems in real time, tracks essential battery warranty data, and simplifies battery life management. The automotive industry is also a leader in implementing the Battery ChaMP solution, though it is applicable for any owner-operator of electric vehicles.

In a separate development, the food industry publication *Food Logistics* named I.D. Systems to its “FL 100” list of 100 prominent technology solution providers. The list was unveiled in the final 2004 issue of *Food Logistics*. I.D. Systems counts a number of food distributors and general retailers among its client base, including Golub Corporation (Price Chopper stores), Target Corporation, Walgreen Co., and WinCo Foods.

“We are very pleased to make it onto *Food Logistics*’ list of key technology providers,” said Greg Smith, I.D. Systems’ Director of Marketing. “This selection reflects both the continued rapid commercialization of our patented wireless vehicle management technology and the success we’ve had providing meaningful benefits to customers in the food distribution chain.”

#### 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.

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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](http://www.id-systems.com) or email [info@id-systems.com](mailto:info@id-systems.com).

I.D. Systems, Inc., Wireless Asset Net, Machine Asset Communicator, Charger Monitoring Point, and Battery ChaMP are all registered or pending trademarks of I.D. Systems, Inc.

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