



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
Director of Marketing
gsmith@id-systems.com

I.D. Systems is Featured Online Presenter Today at RFIDInvesting.com

Hackensack, NJ, January 26, 2005 —

I.D. Systems, Inc. (NASDAQ: IDSY), a leader in wireless asset tracking and management solutions, is a featured presenter today in RFIDInvesting.com's online RFID Investor Forum, sponsored by the trade publication *RFID Journal*. This online forum/conference features industry experts and speakers from a cross section of small and large public companies that are positioned in the RFID sector. To login today, listen to an I.D. Systems' presentation given by director of marketing Greg Smith, and view a separate but related PowerPoint presentation, go to www.rfidinvesting.com/forums/Portals/RFID.aspx. The presentations will also be archived on the site for one month following today's forum.

RFIDInvesting.com is a global investor and industry news portal for RFID stocks and industry, and one of the umbrella of investor portals at InvestorIdeas.com.

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. 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.

“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, the impact of competitive products, product demand and market acceptance risks, fluctuations in operating results and other risks detailed from time to time in I.D. Systems' filings with the Securities and Exchange Commission. These risks could cause I.D. Systems' actual results to differ materially from those expressed in any forward looking statements made by, or on behalf of, I.D. Systems. I.D. Systems assumes no obligation to update the information contained in this press release.

#