

VISUALIZE YOUR ENTERPRISE™

Pocket GENESIS
Mobile HMI

ReportWorX.NET
Web HMI

GENESIS32
(HMI/SCADA)

- GraphWorX32
- TrendWorX32
- AlarmWorX32

PLANT
DATABASE

REAL
TIME

CORPORATE
DATABASE

About ICONICS

Founded in 1986, ICONICS is a leader in the development of industrial automation and business software tools for Microsoft® Windows® 98, Windows Millennium, Windows 2000, Windows XP, Windows NT®, Windows CE, Pocket PC, Embedded NT, Embedded XP and .NET operating systems.

The ICONICS corporate headquarters is located in Foxborough, MA, USA, near Boston. The company has offices throughout the USA and in the Netherlands, United Kingdom, Australia, Italy and Germany, with over 40 percent of its sales coming from its international operations. ICONICS also has a joint software development and sales office in the Czech Republic.

ICONICS is totally committed to providing the best value for your investment. As a leading provider of Web-enabled HMI, SCADA and automation solutions, ICONICS retains the best talent and has created a culture that encourages innovation, creativity and excellence in its product development, technical support, sales and service.

ICONICS Quality Professional Services

In today's demanding technical environment, it is often desirable to supplement in-house resources with experienced professional applications assistance. For this reason, ICONICS offers the ability to purchase the services of experienced Applications Engineers.

Services Available include:

- Scripting (VB, VBA, VBScript and Jscript) development
- OPC Server Development
- OPC Client Development
- Start-up assistance
- Custom training
- Proof-of-concept
- Custom ActiveX Controls

ICONICS Training Centers

ICONICS offers standard, advanced and custom training programs. Training courses are taught by qualified instructors, experienced in the use of ICONICS products across a wide range of industrial and business applications.

ICONICS SupportWorX Plans

ICONICS offers a variety of support, maintenance and upgrade plans for all of its products.

ICONICS Products

1. Web-Enabled HMI and SCADA
2. Manufacturing Intelligence
3. Mobile and Wireless Products
4. Embedded Products for OEMs
5. OPC & ActiveX Toolkits and other OPC Tools



"Visualize Your Enterprise!"™

Worldwide Sales Offices

ICONICS International Headquarters
100 Foxborough Boulevard
Foxborough, Massachusetts 02035 USA
Tel: 508.543.8600
Fax: 508.543.1503
info@iconics.com

ICONICS Europe BV
Tel: 31-18-269-0055
Fax: 31-18-269-0052
europe@iconics.com

ICONICS Czech SRO
Tel: 420-377 326 139
Fax: 420-377 237 109
czech@iconics.com

ICONICS Italy
Tel: 39 347 8199250
Fax: 39 010 6014091
italy@iconics.com

ICONICS Germany GmbH
Tel: 49-730-390-4321
Fax: 49-730-390-4322
germany@iconics.com

ICONICS United Kingdom
Tel: 44-138-440-2183
Fax: 44-138-440-1642
uk@iconics.com

ICONICS Australia
Tel: 61 29 600 3904
Fax: 61 29 602 0777
australia@iconics.com

To download our latest product demo...

visit our website at
<http://www.iconics.com>

E-mail: info@iconics.com



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Industrial Automation Software Solutions



www.iconics.com



Visualize Your Plant and Business – Anytime and Anywhere!

The ICONICS Solution

The impact of the Web on manufacturing has yet to be realized. However, pressure to meet shorter time-to-market, reduce inventory and increase margins with existing assets is immense. Today's plant operations are islands of automation and use multiple systems that don't communicate well with each other. Connecting dissimilar systems to the corporate enterprise and integrating information to rapidly make business decisions can be difficult at best. ICONICS has the products to easily integrate these systems and provide you the capability to Visualize Your Enterprise.™

What if you could visualize product quality, key manufacturing data, orders, equipment status and more in real-time? Now you can with the GENESIS BizViz™ Suite of automation applications. Using the Web Browser as a personalized view, the ICONICS Digital Dashboard can be delivered to anyone, anywhere and at anytime.

Using OPC (OLE for Process Control) the real-time "Plug and Play" standard makes visualizing this data easy! OPC is at the core of all the ICONICS products. Only the GENESIS32™ Automation Suite from ICONICS offers you a nonproprietary set of Web-enabled open automation solutions that provide you with the ultimate freedom of choice. GENESIS32 is the first and only suite of OPC-based HMI/SCADA client/server applications to be built from the ground-up using the Win32 multi-processor, multi-server architecture. The use of open standards such as Microsoft® Visual Basic® for Applications, OPC, Web-enabling ActiveX, OLE-DB and .NET will safeguard your HMI/SCADA software investment.

ICONICS is totally committed to providing the best value for your investment. As a leading provider of Web-enabled HMI, SCADA and automation solutions, ICONICS retains the best talent and has created a culture that encourages innovation, creativity and excellence in its product development, technical support, sales and service.

"Our Web-enabled HMI and SCADA products are based on OPC-To-The-Core™ technology and offer unparalleled performance, efficiency, ease of connectivity and freedom of choice!"

Products Used in Many Industries

ICONICS HMI visualization, SCADA, real-time data acquisition and soft control customers span many industries and disciplines. Since 1986, ICONICS has shipped over 100,000 products that are installed in over 10,000 plants spanning the globe. Our primary markets include:

- | | |
|-----------------------------------|---------------------------|
| Automotive | Robotics |
| Oil / Gas and Chemicals | Entertainment |
| Pharmaceuticals and Biotechnology | Security Access |
| Building Controls and Security | Utilities |
| Power and Energy | Machine Builders and OEMs |
| Food and Beverage | Water and Wastewater |
| | Many others |

"ICONICS visualizes information and displays it on desktops, Web browsers, Pocket PCs and mobile phones."



Web Enabled OPC Solution

ICONICS HMI products have a common development strategy: The "one development system, multiple targets" approach utilizes a single, easy-to-use development environment. OEMs and users can configure runtime applications for Microsoft Windows® CE, Windows 98, Windows NT, Windows Millennium, Windows 2000, Windows XP and Pocket PC targets.

Applications can also be published to any Web server, such as Microsoft IIS or Apache, providing a complete Web-based HMI or SCADA solution. Additional targets supported are Oracle®, Microsoft SQL Server, Microsoft Access, and MSDE databases, Internet WAP phones, pop-up windows, marquees, embedded controls and browsers. GENESIS32 components have been designed to also run on Embedded CE and Embedded NT/XP platforms.

ICONICS provides the following areas of packaged software automation:

1. Web-enabled HMI and SCADA
2. Manufacturing Intelligence
3. Mobile and Wireless Products
4. Embedded Products for OEMs
5. OPC and ActiveX Toolkits and other OPC Tools



WebHMI connects you to your data over the Internet!

"Using the Web Browser as a personalized Digital Dashboard, information is delivered to anyone, anywhere and at anytime!"

Key Reasons for Choosing ICONICS

Fast, Reliable and OPC Scalable

ICONICS OPC-to-the-Core™ technology takes maximum advantage of Windows and is extremely reliable and efficient for communicating with factory devices. GENESIS32™ will grow as your application grows due to its scalable, symmetric multi-processing and multi-server distributed architecture.

Single Development System, Multiple Targets

GENESIS32 was developed from the ground-up based on Win32 and .NET technology. GENESIS32 works seamlessly across all of the Microsoft® operating systems, including: Windows® 98, Me, NT, 2000, XP, Windows CE, Pocket PC and CE.NET.

Modular HMI/SCADA Software

The modularity of GENESIS32 allows low-end to high-end scalability, giving you the ability to expand your system as your application needs grow.

Free Development Tools

The GENESIS32 development studio is totally FREE. Unlike most other HMI/SCADA products, ICONICS gives you the tools that you need to develop your applications at no additional cost!

Web-Enabled HMI/SCADA

The GENESIS32 WebHMI™ provides remote access to your HMI/SCADA nodes, enabling real-time full-featured animated graphics, trends and alarms over the Internet to any Web browser. The revolutionary GenBroker™ with TCP/IP or SOAP/XML communications delivers OPC connectivity seamlessly through firewalls without DCOM.

Industry Standard Scripting

All ICONICS products support industry standard Microsoft Visual Basic® for Applications as well as VBScript® and JScript macro languages for flexibility and reusability of applications. Script wizards guide you in the creation of scripts.

Project Deployment Tools

GENESIS32 includes Project WorX™32, a powerful project deployment and management tool. Create and edit new applications, integrate them with Microsoft SourceSafe®, and pack projects for automatic unpacking on remote computers for rapid applications deployment.

Designed To Meet FDA 21 CFR 11

ICONICS makes complying with FDA 21 CFR 11 regulations easy with a full set of features that include comprehensive electronic records security, audit trails and many other FDA required demanding features.

Open Database and Historical Storage

Both the TrendWorX™32 and AlarmWorX™32 products natively log historical data into standard, IT-friendly open databases (Microsoft Access, Microsoft SQL Server, MSDE and Oracle®). NO PROPRIETARY DATABASES!

Multimedia Alarming and Notification

AlarmWorX32 Multimedia allows users to be automatically notified of alarms and events via two-way pagers, fax, video, e-mail, pop-up windows, instant messenger, marquees on remote PCs, telephones and more!

International Language Switching

Designed for OEMs and machine builders, GENESIS32 has native language switching for graphics displays, alarms and historical trends. It also supports automatic engineering unit conversion, all at the touch of a button. GENESIS32 has the most extensive and comprehensive language switching in the industry today!

OPC Data Bridging and Redundancy

The DataWorX™32 module offers OPC server-to-OPC server data exchange, automatic redundant switchover on failures, as well as OPC Data Access and data aggregation.

Automatic Diagnostics and Analysis

GENESIS32 includes the TraceWorX™32 diagnostics, analysis and debugging utility, which monitors overall system functions and performance.

Wireless Mobile Connectivity

GENESIS32 offers the widest range of remote, wireless connectivity in the industry. With modules such as Pocket GENESIS™, WebHMI, AlarmWorX™32 Multimedia and MobileHMI™, GENESIS32 allows remote access to your system at any time and anywhere in the world!

Embedded NT / XP and CE.NET

GENESIS32 can be installed on PCs with limited resources and small memory "footprints."

Comprehensive and Simple to Use Reporting

With ReportWorX™.NET easily create, schedule, print, e-mail, Fax or Web publish reports. Using an Excel plug-in, reports can include, OPC, SQL, Oracle, Access, MSDE, SAP, ERP, CRM, MES or any data source.

OPC Toolkits and OPC Component Tools

ICONICS provides products for the development of OPC servers, OPC clients and OPC-enabled ActiveX Controls. The company also provides toolkits for creating OPC redundant applications using any third-party OPC server.

- **OPC ToolWorX™** – Rapidly develop OPC Data Access and OPC Alarm and Event servers, using the "Plug and Play" OPC industry standard. Development tools for Microsoft® Windows® 98, NT, 2000, XP, Windows CE and CE .NET. Includes powerful Visual 6.0 and Visual Studio.NET applications wizards. Supports all required OPC Data Access and OPC Alarm and Event interfaces. Supports most OPC Data Access and OPC Alarm and Event optional interfaces. OPC Servers developed with OPC ToolWorX will pass the OPC Foundation compliance tests. OPC test client, Modbus and a simple OPC server source code sample are also included.

- **ActiveX ToolWorX™** – Quickly and easily develop your own professional ActiveX Controls for industrial automation. ActiveX ToolWorX is the first and only OPC-based ActiveX Toolkit. Create OPC-enabled ActiveX® Controls that are compliant with OPC Data Access 1.0 and 2.0. Embed your ActiveX Controls into any ActiveX container. Create high-performance, realistic graphical animation. Powerful GraphWorX™32 ActiveX container and OPC Gauge ActiveX source code is included.

- **OEM ToolWorX™** – ICONICS products are designed to be customizable using the ICONICS OEM Toolkit. The OEM Toolkit provides instructions and tools for updating registry entries, custom OEM logos, splash screens, corporate messages and other OEM fields.

ICONICS Products

Web-Enabled Industrial Automation Software

OPC-Based HMI and SCADA

The **GENESIS32™ Automation Suite** of Web-enabled modules is the first and only HMI and SCADA product designed from the ground-up as a Win32 COM application based entirely on the OPC Foundation specifications for OPC Data Access (DA), OPC Alarm and Events (AE) and OPC Historical Data Access (HDA). The GENESIS32 product is also compliant with Microsoft DNA for Manufacturing and Microsoft's newest .NET initiatives. GENESIS32 includes Microsoft® Visual Basic® for Applications (VBA), VB Script, JScript and ActiveX®, SQL and SOAP/XML technologies.

The GENESIS32 Suite is extremely modular, and can be sold separately or OEM brand labeled, the core modules include:

- **GraphWorX™32** - OPC-based visualization
- **TrendWorX™32** - OPC-based historian and trending
- **AlarmWorX™32** - OPC alarm management
- **ProjectWorX™32** - Project Deployment

"Our OPC-based technology offers an unprecedented level of performance, efficiency, connectivity and ease of use!"

Wireless Products

ICONICS products are scalable and highly customizable. Based on mobile and PDA wireless standards, ICONICS products can deliver real-time visualization, alarms and historical information to Pocket PCs and Internet-enabled wireless phones. ICONICS offers two wireless mobile products:

- **Pocket GENESIS™** is a wireless Pocket PC application for GENESIS32 and is part of our "RunAnyWhere" strategy, where applications can be developed and simply downloaded to any hardware running Microsoft Pocket PC 2002 or CE.NET operating systems. Pocket GENESIS provides immediate access to live HMI displays, alarms, real-time and historical trend information and more.
- **MobileHMI™** – Connects wireless, Internet-enabled mobile phones to OPC Data, OPC Alarms and Events, OPC Historical Data Access, Microsoft SQL Server, and Microsoft Excel spreadsheets. Data can be read as well as written directly from any secure Internet phone.

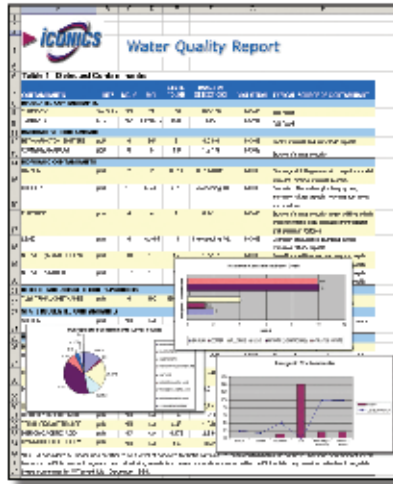


Pocket PC and Mobile phones integrate real-time information!

Manufacturing Intelligence Made Simple

The GENESIS BizViz Suite of manufacturing intelligence solutions integrates the factory floor to the top floor. These products were designed from the ground-up, taking maximum advantage of Microsoft .NET technology. BizViz connects the factory floor to the enterprise using Microsoft .NET, Web services, ASP.NET and other Web-enabling technologies. There are several products in the suite for visualizing the enterprise:

- **ReportWorX™.NET** – Create and manage custom reports with a simple Microsoft Excel "plug-in." These reports can combine data from different data sources, such as OPC servers, Microsoft SQL Server, Oracle, MSDE, MS Access, plant historians or any database. Reports can then be scheduled and redirected to printers and faxes, archived to PDF files, e-mailed to one or many people in the organization, and published to Web servers for viewing using standard Web browsers.
- **BizWorX™.NET** – Schedule the exchange of data between any plant or corporate database. BizWorX supports SAP, Oracle, Microsoft SQL Server and many other IT databases.
- **WebHMI™** is a Web-based, thin-client, real-time plant and business visualization product that turns data into information and delivers it over the Internet and intranets to Microsoft Internet Explorer and Netscape® Web browsers.



ReportWorX integrates information from different data sources!

Embedded Products Designed for OEMs

ICONICS products are designed to be modular and can be sold as best-in-class applications. Individual products, such as GraphWorX32, TrendWorX32 and AlarmWorX32, are designed to be customizable using the ICONICS OEM Toolkit. The OEM Toolkit provides instructions and tools for updating registry entries so that all products can have the OEM logo, splash screens, corporate messages and other OEM fields.

ICONICS Embedded products have their roots with GENESIS32. The products have been tailored to meet the requirements of the Embedded OEM and Machine Builder market. This was achieved by greatly reducing the install "footprint" and the number of files needed to run. ICONICS has created two products that specifically address these needs:

- **MachineWorX™** – Designed specifically to run on embedded Windows NT and Windows XP for the demanding needs of the OEM business.
- **PanelWorX™** – Designed specifically to run on Windows CE and CE.NET for HMI panel and operator interfaces.