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ICONICS IN THE NEWS

Pollution Engineering, November 2001. "Air Force Won"

Control Solutions, October 2001. "Product Highlights: AlarmWorX32"

Pipeline & Gas Journal, September 2001. "Genesis Adds New Life To Utility's Measurement Department"

Control, September 2001. "Optimizing Energy Consumption"

Control Design, September 2001. "Look Through Any Window"

Control, September 2001. "Product Round-Up: Human-Machine Interfaces"

Look for these articles online at www.iconics.com.

ICONICS Releases Pocket GENESIS 6.1, Adding New Remote Alarm and Trend Database Features

ICONICS, a leader in the development of Web-enabled industrial automation software for Microsoft® Windows® operating systems, has unveiled Pocket PC support for its entire suite of recently released Pocket GENESIS™ Version 6.1 products. Pocket GENESIS is designed to run remote client applications on Pocket PCs, which are small, energy-efficient, portable, and powerful Personal Digital Assistants (PDAs) that not only store calendar and contact information, but also come equipped with applications that let you take your work with you.

People who carry Pocket PCs can send e-mail, edit documents, and access important business information. With ICONICS' Pocket PC support, this can now include HMI/SCADA operator displays, reports, trends, and alarm-management data for your plant or facility. Pocket PCs also integrate with corporate databases, such as Microsoft SQL™, MSDE™, and Access™, placing information at your fingertips.

Pocket GENESIS, Pocket PCs, and wireless communications make a great team. Together they address a fast-growing and critical market niche in factories and plants worldwide, providing instant access to real-time manufacturing data, anytime and anywhere the user may be. Pocket GENESIS 6.1, which runs with both Pocket PC and Pocket PC 2002, supports the following Pocket PCs:

- Compaq iPAQ™ 3600, 3700, and 3800 Series
- HP Jornada™ 564, 565, and 567
- Cassio Cassiopeia™ E125, 300, and 500

"Consider the recent announcements of major, global manufacturers replacing thousands of employee workstations with laptops to increase worker productivity," says Russ Agrusa, President and CEO of ICONICS. "At the same time, PDAs have made it into

the corporate mainstream. Businesses are increasingly 'going mobile'."

Pocket GENESIS provides three powerful industrial productivity applications for the Pocket PC: Pocket GraphWorX™, Pocket AlarmWorX™, and Pocket TrendWorX™. Pocket GraphWorX performs advanced HMI graphics functions. Pocket AlarmWorX provides traditional alarming and acknowledgment capabilities using the OPC Data Access and OPC Alarm and Events "Plug and Play" standards. Pocket TrendWorX replays real-time and historical data in several trend chart display formats.

Also included with the suite of applications in Pocket GENESIS Version 6.1 is Pocket GenBroker™, which provides OPC over TCP/IP and DCOM communications, allowing Pocket GENESIS to network using LAN, WAN, Internet/intranet, or wireless communications with virtually any third-party enterprise productivity application or manufacturing execution system (MES).

Peter Wengert, Global Director for the Manufacturing Industry at Microsoft, comments, "ICONICS consistently demonstrates leadership and a commitment toward developing scalable, relevant applications that incorporate the most current technology available and are based upon open industry standards. Pocket GENESIS is an excellent example of this commitment."

Pocket GENESIS is a Windows CE, full 32-bit, multithreaded, distributed client/server application that is based on ICONICS' powerful OPC-To-The-Core™ technology. The product is compliant with the OPC Data Access (DA), OPC Alarm and Events (AE), and Historical Data Access (HDA) specifications. Pocket GENESIS for Pocket PC is an ideal solution for quality managers, production personnel, maintenance supervisors, service fleets, and building or facility operators.



From the Desk of

Russ Agrusa
President & CEO
ICONICS

In 1995, ICONICS and a small team of software and hardware companies met at Microsoft to create standards for information interoperability. This group created specifications, sample code, and toolkits to provide the automation market with unprecedented interoperability between automation hardware and software.

ICONICS was instrumental to the initial development and promotion of what became the OPC standards, and is now a world leader of OPC-enabled products and toolkits. More than 600 OPC products are available from over 250 companies, but ICONICS has the only OPC product designed from the ground up using OPC-To-The-Core™ technology.

Today ICONICS is involved once again with the OPC Foundation in its newest OPC initiatives: OPC XML and OPC DX. ICONICS is providing technical assistance for this next wave of innovative OPC technology.

With OPC XML, OPC Data Access information is transformed into XML (eXtensible Markup Language) and transmitted as ASCII data through firewalls and routers and across the Internet with ease. In the near future, new generations of OPC servers will be OPC XML-enabled, and ICONICS will have the first products and OPC toolkits to bring this technology to our customers.

OPC DX (Data Exchange) will provide interoperable data exchange and server-to-server OPC communications across Ethernet and other networks using different protocols. This functionality is similar to ICONICS' DataWorX™32 product, which allows for data bridging between OPC servers and OPC redundancy. In the near future, OPC servers that are OPC DX-compliant will have this data-bridging capability directly and will connect to and from other OPC servers.

Our OPC ToolWorX™ and ActiveX ToolWorX products are a direct result of the investment ICONICS has made in OPC technology. These tools help users create OPC products in minutes using the samples provided. Our ActiveX ToolBoX™ product includes industry's first suite of OPC-enabled ActiveX Controls for automation.

Our commitment to and rapid development of OPC and other software standards and technologies enable our customers to create industrial applications quickly, easily, and cost effectively. OPC XML and OPC DX take OPC connectivity to the next generation.

Microsoft and ICONICS Launch High-Tech Multimedia "Envisioning Centers"

ICONICS and Microsoft have recently partnered to create state-of-the-art demonstrations for Microsoft's new multimedia "Envisioning Centers." These centers are located at the Executive Briefing Center at Microsoft's corporate headquarters in Redmond, Washington, as well as in San Francisco, Boston, and Tokyo. The high-tech Envisioning Centers showcase cutting-edge technology from various hardware and software companies. Prospective clients, such as CEOs and chief technology officers of Fortune 100 companies, are presented with boardroom-to-factory-floor solutions. The Envisioning Centers create a virtual enterprise where prospective customers can order products on their Pocket PCs and watch their orders being processed through MRP and MES enterprise solutions.



Paint Shop Operator Screen

Microsoft worked with Walt Disney Imagineering to create these high-tech Envisioning Centers. The concept is simple. The prospective customer walks into a center and experiences the virtual business process through an interactive multimedia demonstration. In the past, these demonstrations were presented using pencil, paper, and whiteboards. The Envisioning Centers take these presentations and the customer's experience to exciting new levels.

ICONICS has been working with Microsoft to integrate the ICONICS GENESIS product line into these virtual presentations. For example, WebHMI™ and Pocket GENESIS are used to demonstrate the purchase of a bicycle, allowing the customer to see the series of steps that occur behind the scenes when



Bicycle Assembly Operator Screen

this purchase is initiated. First the order goes to order entry; then to a raw materials vendor; to the manufacturing facility; and finally to the shipping department. When the manufacturing process has been completed, a message is sent to the customer on his Pocket PC indicating that the order has been shipped.

At the Microsoft Executive Briefing Center in Redmond, Washington, demonstrations are conducted on a daily basis for members of the press and for Microsoft's most valued customers. Travis Ames, Product Manager of the center, says the ICONICS portion of the demonstrations has generated a lot of excitement and interest. "The WebHMI graphics are of amazing high quality, and the software is so easy to use that it really makes the process come alive for our customers and helps us tell the overall Microsoft.net story."

ICONICS is pleased to participate in this extraordinary new endeavor with Microsoft. "All of our products are built to run on Microsoft platforms, so the partnership is a natural and mutually beneficial one for us both," says Oliver Gruner, OEM Manager for ICONICS. "We're cutting edge, Microsoft is cutting edge – we're both on an amazing ride into software technology's future."



Final Packaging Operator Screen

GENESIS32 Used in Air Force Water Clean-up Operation

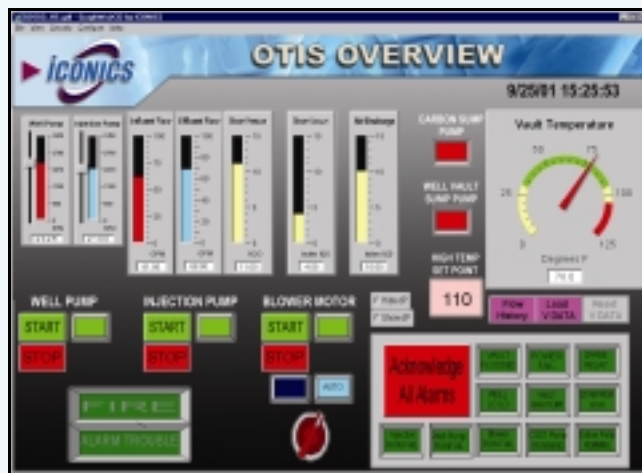
The use of ICONICS' GENESIS32 software at a water remediation facility on Cape Cod, Massachusetts is featured in the November 2001 issue of *Pollution Engineering* magazine. The article, "Air Force Won," describes how the operators of the remediation facility are using GENESIS32 to automate all stages of the water clean-up operation.

Community water supplies in Cape Cod have been contaminated by chemical spills, fuel spills, landfill leaks, and other pollutants, some of which were generated by the Otis Air National Guard Base. In response to this contamination, the U.S. Air Force Center for Environmental Excellence (AFCEE) initiated a broad-scale water remediation effort by contracting with local engineering and construction companies to develop a

comprehensive water-treatment process, in which the contaminated groundwater is carefully extracted and then filtered through granular activated carbon.

The operators of this water treatment system use GENESIS32 displays, such as the screen shown at right, to monitor and regulate the status of pumps, motors, and other machines involved in the process.

"It was a typical project," says Russ Agrusa, President and CEO of ICONICS. "We have done many similar systems in the past. This was a critical application, and a good size application, due to the



proximity to a large area like Cape Cod. But this was otherwise a typical water reclamation project where our software's capabilities were utilized to provide sophisticated monitoring control and reporting of critical key parameters in the reclamation process."

ICONICS Forms Partnership With Stratus Technologies

ICONICS has entered into a global partnership and marketing agreement with Stratus Technologies, maker of the world's most reliable server technologies. The partnership is designed to promote both ICONICS and Stratus solutions to the manufacturing industry. The Stratus® ftServer™ system will serve as the computing platform for ICONICS' new OPC-based GENESIS32 Enterprise Edition. This solution is ideally suited for terminal server and Web server applications where high reliability is required. ICONICS' cutting-edge software running on Stratus' hardware platform sets a new standard for performance, efficiency, and simplicity in plant floor operations, decreasing human-machine interface (HMI) time while enabling an uninterrupted flow of real-time production data from the plant floor to management information systems.

"Today's manufacturers face immense pressures to increase efficiency and performance of production cycles. These demands require nothing short of a bullet-proof manufacturing infrastructure capable of delivering the industry's highest levels of uptime," says Russ Agrusa, President and CEO of ICONICS. "The Stratus ftServer platform is the ideal complement to our GENESIS32 automation

software, helping to achieve the levels of reliability, efficiency, and performance that our customers need to stay ahead. With the ICONICS-Stratus partnership, manufacturers will truly have more power for their applications."

The Stratus ftServer family of Intel® Architecture-based servers combines hardware fault tolerance, advanced software availability, and integrated service technology to produce the industry's most reliable servers. Stratus servers are designed not to fail and have a proven record of reliability. The self-contained servers come ready to integrate quickly into automation and manufacturing infrastructures and to run GENESIS32 applications unmodified.

"To keep pace and adapt quickly to change requires a lean and agile manufacturing plant floor, and system downtime is simply not acceptable," says John Rosala, director of Stratus' business development for manufacturing systems. "The combination of availability, reliability, and affordability offered by a Stratus-ICONICS solution presents a winning combination to leading-edge manufacturing organizations seeking to transform their enterprises from 'run of the mill' computing to computing that 'runs the mill'."

PRODUCT UPDATES

ICONICS has recently released several new product CDs. Visit www.iconics.com for details.

ICONICS Open Series CD

The ICONICS Open Series™ Version 6.1 suite of applications features the "best in class" of GENESIS32. Open Series conveniently allows users to choose which modules to install that best fit their applications. Open Series includes GraphWorX32, AlarmWorX32, TrendWorX32, DataWorX32, ControlWorX™ 32, ScriptWorX™ 32, WebHMI, and AlarmWorX32 Multimedia.

OPC Server CD

The new OPC Server Version 3.05 CD contains more than 50 ICONICS and third-party OPC servers, including the new Allen-Bradley, DataStore, Modbus Serial, Modbus Ethernet, Simulator, and SNMP OPC servers.

GENESIS32 Service Pack

Several new hot fixes are available as part of the new maintenance release of GENESIS32 6.12. These can be downloaded from www.iconics.com/support.



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GEN-NEWS

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UPCOMING EVENTS & SPECIALS

Training Classes

Foxborough, Massachusetts

- **GENESIS32 Standard**
December 11–13, 2001
January 15–17, 2002
- **GENESIS32 Advanced**
November 27–30, 2001
February 19–22, 2002
- **GENESIS32 Plus***
February 5–7, 2002
- **OPC ToolWorX**
December 17–19, 2001

Gouda, Netherlands

- **GENESIS32 Advanced**
December 12–14, 2001

*GENESIS32 Plus is a new three-day course that covers WebHMI and AlarmWorX32 Multimedia.

Fall Specials

Fall specials available November 5, 2001 through January 31, 2002

One FREE ActiveX ToolBoX Professional Edition or one FREE DataWorX32 product with the purchase of GENESIS32 Enterprise Edition *with Maintenance Agreement* (limited to one per order).

For more information or to place your product order, contact your local ICONICS rep. or distributor. Using code *SP1101*, you may fax your order to (508) 543-1503, or e-mail it to orders@iconics.com.

Industry Events

- **SPS / IPC / Drives 2001**
November 27–29, 2001
Nuremberg, Germany
- **Microsoft / ICONICS Wireless Seminar 2001**
December 5 - Paris, France
December 6 - Milan, Italy
- **Regional Channel Events**
 - * December 5–7, 2001
Chicago, Illinois
 - * January 23–25, 2002
Baltimore, Maryland
 - * January 29–31, 2002
Prague, Czech Republic
 - * February 5–7, 2002
Seattle, Washington
 - * March 5–7, 2002
Hong Kong, China

For the latest information about upcoming events, visit the ICONICS Web site at www.iconics.com.