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ICONICS IN THE NEWS

The July 2003 issue of Start Magazine has recognized ICONICS as a winner of its annual Hottest Companies of the Year Awards. Start's editorial team judged nearly 100 companies and selected 30 manufacturing solution providers as "Hot." Companies were judged on new product or service innovation, growth in their industry for the past three years, and how their product or service was unique in the manufacturing marketplace. ICONICS' growth over the past three years averaging 25 percent per year was exceptional compared with the rest of the manufacturing industry.

New "Business Visualization" (BizViz) Suite Released

ICONICS, a leader in the development of Web-enabled industrial automation software tools for Microsoft® Windows® operating systems, recently released its all-new **BizViz™** software suite, the first Microsoft .NET "business visualization" suite to offer real-time business performance management and collaborative manufacturing solutions.

The first two products in the BizViz suite are **ReportWorX.NET™** and **MobileHMI.NET™**. Both products can integrate data from a wide variety of data sources using advanced data-mining techniques enabled by XML. The suite is based on Microsoft .NET technology that gives users the ability to navigate the Web as easily as they navigate their desktops. Microsoft .NET is a set of software technologies for connecting information, people, systems, and devices, and is designed to allow easy, safe and secure operations over the Web. Using this powerful technology, ICONICS' ReportWorX.NET, MobileHMI.NET, and future components of the BizViz suite can mine data from virtually any industrial or corporate database.

"ICONICS is Microsoft.NET to the core," states Russ Agrusa, President and CEO of ICONICS. "Designing our products from the ground up using .NET allows us to take advantage of the latest technology. ICONICS recently became a Microsoft Gold Certified Partner, and having Gold brings privileges such as staying in close contact with Microsoft's technology roadmaps. As a Gold Partner, ICONICS gets to preview Microsoft's new products 18 months before they are released."

ReportWorX.NET

The award-winning **ReportWorX.NET** takes volumes of data from different data sources and turns them into valuable information. Reports can be scheduled based on time, date or event, routed to network printers, faxes, desktops, and

e-mail, or published to any Web server. The list of data sources includes Microsoft SQL Server®, Microsoft Access, ODBC, OLEDB, Oracle®, OPC real-time data, OPC Alarm and Events, and other third-party plant historians.

Don Richardson, Director for the Manufacturing Industry Solutions Group at Microsoft, comments, "ICONICS consistently demonstrates leadership and a commitment toward developing scalable, relevant applications that incorporate the most current Microsoft technology available and are based upon open industry standards. ReportWorX for Microsoft .NET is an excellent example of this ICONICS commitment."

MobileHMI.NET

ICONICS is known for its award-winning GENESIS™ HMI/SCADA products, and **MobileHMI.NET** is the latest HMI offering from ICONICS. MobileHMI.NET turns data from different data sources into valuable, secure information right on your Web browser, mobile phone or PDA. MobileHMI.NET supports a wide range of standards, including OPC Data Access, GSM, TDMA, and CDMA wireless application protocols (WAP). The ability for plant personnel to acknowledge alarms and analyze real-time information about their automation operations directly from their mobile devices is an ideal way to stay connected anywhere, anytime.

BridgeWorX.NET

Future releases of the ICONICS BizViz suite will also include **BridgeWorX.NET™**, a new product that enables the transfer and bridging of different data sources and powerful store and forward technology. BridgeWorX.NET will be the third component in the new BizViz suite of manufacturing intelligence applications, and will complement ReportWorX.NET and MobileHMI.NET.



From the Desk of

Russ Agrusa
President & CEO
ICONICS

ICONICS continues to invest heavily in research and development as well as market awareness. Focusing on our core vertical markets, ICONICS participates in numerous trade shows and promotes international standards initiatives, such as security, XML, IEC 178 and *FDA 21 CFR Part 11*. As a leader in the OPC multi-vendor interoperability market, we help drive many of the OPC standards, making our software the most compliant and OPC-To-The-Core™ products available.

Key to ICONICS' growth in these markets is our new suite of "business visualization" (BizViz™) manufacturing intelligence software products, which bridges the gap between corporate and plant information systems. Manufacturing, automation and IT professionals are under pressure to optimize their processes by monitoring key performance indicators (KPI's). Based on Microsoft's .NET technology, the BizViz suite of Web-enabled products is designed to help our customers visualize KPI's and greatly improve the real-time decision and business optimization process. This new capability brings an unprecedented level of integration with business systems, and will streamline plant operations to maximize productivity and profitability.

With Microsoft .NET technology, filling the gap between the manufacturing floor and business systems is a snap. ICONICS is the first to offer a suite of business visualization tools based exclusively on .NET technology. As a Microsoft Gold Certified Partner, ICONICS is in an elite class of companies. We receive critical product and strategic technology information from Microsoft 18 months before Microsoft's products are available to the general market. This unique partnership has enabled us to create the cutting-edge new products in our BizViz suite, which includes ReportWorX.NET, MobileHMI.NET, and BridgeWorX.NET.

Our expertise is in the visualization of data for manufacturing and IT, and our mission at ICONICS is to help our customers visualize and communicate information using industry standards. Being ".NET to the Core" assures our customers that ICONICS products are based on the latest Web-enabling productivity tools and technology.

Pocket GENESIS 7.0 for Wireless Market Released

ICONICS is expanding its presence in the wireless industrial automation market with new versions of its **Pocket GENESIS™** and **MobileHMI.NET™** software products. Pocket GENESIS is the first suite of HMI/SCADA software designed specifically for Pocket PC. Using the GENESIS32 "one development tool for multiple platform environment," users can create graphics, trending and alarm-management screens for deployment to mobile devices and Pocket PCs.

Pocket GENESIS 7.0 is compliant with OPC Data Access, OPC Alarm and Events, and OPC Historical Data Access. Designed for mobile personnel, such as technicians, operators, supervisors and managers, Pocket GENESIS uses ICONICS OPC-To-The-Core™ technology for instant wireless connectivity. New key features in Pocket GENESIS 7.0 include:

- Greatly improved communication support for 802.11 and Bluetooth®.
- Extensive support for international language switching.
- Supports many new display formats, including JPEG, TIFF, GIF, PNG and more.
- Enhanced security login for quicker access on the go.
- Portrait or landscape screen modes.

New OPC Toolkit Features Support for Microsoft .NET

ICONICS has recently released the new version 3.07 of its **OPC ToolSuite™**, a toolkit that includes the **OPC ToolWorX™** and **ActiveX ToolWorX™** development products. This extensive new OPC software toolkit, which includes support for Microsoft® Visual Studio® .NET 2002 and 2003, and its powerful wizards enable the rapid development of OPC servers and ActiveX® controls that conform to the latest OPC Foundation specifications.

OPC ToolWorX is the industry's first OPC toolkit with integrated OPC Data Access and OPC Alarm and Events in one toolkit. Software developers can rapidly create high-quality, production-grade, OPC-compliant servers and clients in days using ICONICS' Microsoft Visual Studio .NET and Visual C++® development wizards.

MobileHMI.NET 7.0 is a new mobile telephony software product that connects users to real-time manufacturing and production data over their wireless PDAs, Pocket PCs, mobile phones and other handheld devices. MobileHMI.NET is the first ICONICS product to be based on Microsoft .NET and Mobile Internet Toolkit. MobileHMI.NET supports devices using WML, cHTML and HTML technologies, including cellular phone microbrowsers and Pocket PC browsers. Manufacturers of these devices include Motorola, Nokia, Ericsson, Sprint, NEC, Mitsubishi, Audiovox, Sanyo, Hitachi, Fujitsu, Toshiba, Panasonic, Sharp, Blackberry, Sony, Casio, Compaq, and Palm.

"MobileHMI.NET is one of the most exciting automation products developed in response to manufacturers' needs and the 'wireless revolution' underway," says Russ Agrusa, President and CEO of ICONICS. "And it is one in a series of .NET-based products that will be based entirely on this Microsoft vision. ICONICS plans to introduce several new HMI/SCADA products, providing greater Web, wireless and mobile capabilities to the factory, security and building automation initiatives."

OPC ToolWorX 3.07 supports all required OPC COM interfaces, as well as several optional interfaces. It also includes documentation on how to create OPC servers for Microsoft® Windows® 98, ME, 2000, XP, 2003 Server, Windows NT®, and Windows CE. ICONICS also provides training classes on how to create 32-bit, multithreading, multiprocessor OPC servers and clients.

ActiveX ToolWorX is the industry's first and only OPC-based ActiveX toolkit that enables software developers to create their own custom, high-performance ActiveX controls that are true OPC clients. Real-time, OPC-enabled ActiveX controls can be connected to any OPC server or embedded into many ActiveX containers, including Microsoft Visual Basic®, HTML pages, Microsoft Word, Microsoft Excel, and other third-party ActiveX containers.

ICONICS Offers New ReportWorX.NET Training

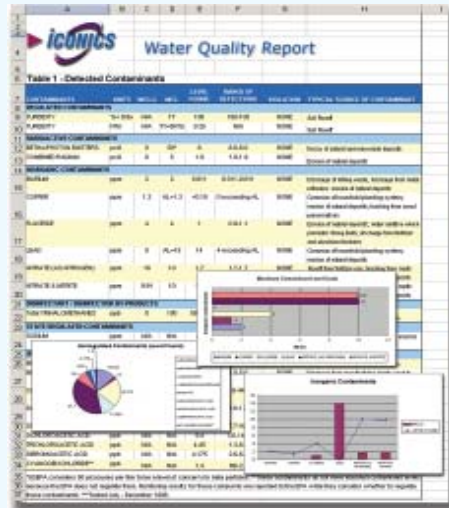
ICONICS is hitting the streets to educate the world on its new award-winning ReportWorX.NET software. Become a master with this one-day, hands-on training class. Learn how easy it is to create and publish powerful reports that your entire organization can use.

ReportWorX.NET allows you to connect to a wide variety of plant and office data sources. Finally a reporting solution is available that is easy to use and powerful enough to connect with your entire plant and enterprise. Follow the instructors as they walk you through creating informative reports. If you want hands-on experience during class, bring a laptop computer with Windows 2000 or XP Professional. This training class is open to customers on the following dates:

- Las Vegas, NV — November 7, 2003
- Prague, Czech — December 3, 2003

The cost of the class will be credited toward your first purchase of ReportWorX.NET. For details, please see the **Fall Specials** listed on page 4.

For ICONICS distributors, these classes are offered in conjunction with the recently announced worldwide distributor meetings. For the latest dates and more information, and to register go to www.iconics.com/services/tr-distributor_training.asp.



ICONICS NEWS

New Managers Join ICONICS

The ICONICS management team has recently undergone many significant changes to position the company for growth.

Mark Hepburn has been appointed VP of Worldwide Sales. Mark comes to ICONICS with a 15-year career at General Electric in the industrial controls industry.

Dave Oravetz has been named VP of Engineering. Dave has more than 20 years of controls industry experience managing programs and engineering teams at Westinghouse (DCS) and Cutler-Hammer.

Tim Donaldson has been named Marketing Manager. Tim brings more than seven years of sales and marketing experience from GE / Intellution.

Ginny Pitts is the new Director of Human Resources. Ginny has 23 years of experience in the HR field.

The wealth of experience that these talented managers contribute is an extremely valuable addition to the ICONICS team.

ICONICS Dazzles at ASIS 2003 Show for the Security Industry

At the recent ASIS International show in New Orleans, ICONICS successfully introduced open connectivity through OPC and visualization for the security industry. ICONICS took center stage with its announcement of universal connectivity via OPC technology and the power of its GENESIS32 HMI/SCADA visualization software as a solution for security mapping.

Universal connectivity is key to this market, and OPC is an effective means for moving information easily to all parts of an enterprise, allowing users to create reusable modules for communications locally over the enterprise network and remotely over the Internet. GENESIS32 offers an intuitive graphical configuration environment, allowing users to design security visualization maps for monitoring buildings, campuses, complexes or global enterprises. ASIS 2003 was such a success that ICONICS plans to return next year.

ICONICS Awarded Microsoft Gold Partner Certification



ICONICS has recently been awarded Microsoft's Gold Certified Partner designation for its GENESIS32 HMI/SCADA visualization software products. The Microsoft Gold Certified Partner Program is the highest product certification that can be achieved, identifying companies that have proven a commitment and expertise in one or more specialized areas when delivering Microsoft technologies.

ICONICS is now part of an elite class of Microsoft partners who have demonstrated excellence and operational functionality in conjunction with the Microsoft family of products. ICONICS is now one of about 1,500 Microsoft Gold Certified Partners out of 60,000 Certified Partners worldwide. Gold Certified Partners not only gain additional credibility, but they also receive many benefits, including enhanced technical expertise, participation in Microsoft co-marketing programs, and increased sales opportunities. Microsoft Gold Partners also may use Microsoft's conference facilities worldwide for sales, training and educational purposes.

"We are very pleased to recognize ICONICS as a Microsoft Gold Certified Partner for its HMI/SCADA visualization software product, as they have been a developer and supplier of Microsoft compatible products over the past 16 years," states Allison Watson, VP, WW Partner Sales and Marketing for Microsoft. "Their products leverage the use of Microsoft technologies and clearly demonstrate how partners can work with Microsoft products to deliver state-of-the-art technology and applications to their customers."

"ICONICS has been awarded the coveted Microsoft Gold Certified Partner status for our HMI/SCADA visualization software products. Microsoft's confidence in our products and its recognition of our commitment to Microsoft technology are a great achievement that offers our customers assurance that our products meet Microsoft's stringent interoperability standards," says Russ Agrusa, President and CEO of ICONICS. "Having the Gold Certification gives ICONICS worldwide recognition that our visualization and SCADA products are in an elite class."



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UPCOMING EVENTS & SPECIALS

Training Classes

- **GENESIS32 Standard (USA)**
November 18–20, 2003
December 16–18, 2003
- **GENESIS32 Advanced (USA)**
December 2–5, 2003
- **GENESIS32 Plus (USA)**
November 4–6, 2003
- **OPC ToolWorX (USA)**
October 28–30, 2003
- **GENESIS32 Europe (Gouda)**
December 10–12, 2003
- **ReportWorX.NET**
November 7, 2003 (Las Vegas)
December 3, 2003 (Prague)

Fall Specials

Fall specials available October 1, 2003 through December 31, 2003

Attend a ReportWorX.NET training course* for **only \$495 USD** (regularly \$995). Use code **RWXTR03A**.

Purchase OPC ToolWorX Pro and receive **one FREE OPC ToolWorX training course***. Use code **OPCTR03A**.

To place your product order, contact your local ICONICS representative or distributor. To register go to **www.iconics.com/services/training.asp**, or call 508-543-8600.

*Must attend training course by March 31, 2004.

Industry Events

- **ISA (Booth 1933)**
October 21–23, 2003
Houston, Texas
- **SPS/IPC/Drives (Booth 147)**
November 25–27, 2003
Nuremberg, Germany
- **Interphex**
March 16–18, 2004
New York, New York
- **ISC Expo West**
March 30–April 2, 2004
Las Vegas, Nevada
- **Amper**
March 30–April 2, 2004
Praha, Czech Republic

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