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ICONICS IN THE NEWS

IAN, January 2003. "HMI Software Supports VBA 6.3"
Plant Engineering, September 2002. "The Wireless Revolution Invades the Plant"
Control Solutions, July 2002. "OPC Brings XML-DA to the Factory Floor"
Control Solutions, May 2002. "FDA 21 CFR Part 11: A Buzzword that can lead to major savings in your plant"

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

ICONICS Releases GENESIS32 7.0 Automation Suite

ICONICS, a leader in the development of Web-enabled industrial automation software tools for Microsoft® Windows®, recently released **GENESIS32™ 7.0**, the latest version of its flagship HMI visualization and SCADA product. This new version supports Microsoft's Visual Basic® for Applications (VBA) 6.3, and includes several new product modules and over 500 new features.

ProjectWorX™32 is a brand new member of the GENESIS32 product family that provides unmatched productivity, deployment and collaboration capabilities to ease project development. This important product was designed to aid systems integrators and users in the creation, management and deployment of their projects. Projects consisting of graphics screens, alarms, trends, scripts, OPC servers, and office documents can be organized and saved for later reuse.

TraceWorX™32, another new module in GENESIS32 7.0, is a powerful tool that provides online diagnostics and tuning of applications running in the GENESIS32 system. TraceWorX32 is designed for systems integrators, OEMs and customers who want to do their own troubleshooting and diagnostics.

GraphWorX™32, the industry's most powerful, easy-to-use, and flexible HMI product for SCADA and visualization applications, has been enhanced with more than 100 new features, including VBA 6.3 and integrated VBScript and JScript editors. VBScript and JScript are powerful tools that are used on Web-enabled operator displays and wireless Pocket PC applications. VBScript wizards aid users in the creation and setup of their applications. GraphWorX32 also includes a new dockable Symbol Library, as well as extensive graphics support for over 20 new image file formats—including JPEG, Adobe® Photoshop®, TIFF, GIF, and PNG—which can now be imported into any display.

GENESIS32 7.0 is firewall and corporate IT friendly. ICONICS' new **GenBroker™** and **WebHMI™** technology supports both OPC over SOAP/XML and OPC over TCP/IP communications, making it completely firewall-friendly. WebHMI now supports Web-based database access, and it includes a new Alarm Report ActiveX grid control as well as many new sample Web projects.

GENESIS32 7.0 also includes many new visualization, alarming, trending and security features. Other new features include:

- *FDA 21 CFR 11* security with integrated Microsoft Windows NT® synchronization
- Neural network graphics compression and optimization
- Global aliasing support, which permits reusable applications
- Many new industry-specific symbols
- Numerous touch screen features for operator panels and simple HMIs
- Multi-page Web publishing for creating HTML pages and publishing them to Web servers.
- Alarm and events operator comments and lot tracking

"ICONICS' release of their GENESIS32 Version 7.0 represents the next generation of HMI/SCADA visualization products," says Dick Slansky, ARC Advisory Group Senior Analyst. "This newest version incorporates several unique capabilities, including the ProjectWorX32 and TraceWorX32 utilities that enable systems integrators and control engineers to access their automation projects from the field and collaborate with other engineers. GENESIS32 Version 7.0 contains features like Web publishing wizards, updated Java scripting and VB scripting, and support for Web and PDA applications that are targeted to developing visualization in an open Internet environment."



From the Desk of

Russ Agrusa
President & CEO
ICONICS

ICONICS continues to invest heavily in research and development, and as a result we begin 2003 with the release of several breakthrough products. The new release of the GENESIS32 7.0 Automation Suite marks our fifth generation of HMI visualization and SCADA software. Our objective for GENESIS32 7.0 was to substantially increase user productivity and improve ease of use, reliability and e-security. We feel we have achieved this goal, and we hope you take advantage of all the new features GENESIS32 7.0 has to offer.

ICONICS has the most comprehensive suite of HMI visualization and SCADA products available. Our products scale from workstations, desktops, servers, pocket PCs, mobile phones and Web browsers using LAN, WAN, Internet and wireless technologies.

Customer satisfaction is our highest priority. Whether you are speaking to our well-trained support staff, using our extensive online documentation and knowledge database, or accessing the new support section of our Web site for up-to-date information, ICONICS strives to get you the information you need as quickly as possible.

In the automation, manufacturing and industrial IT markets, there is a great need to bridge the factory and shop floor to the top floor in what is termed "Manufacturing Intelligence." Many users have created custom solutions which bridged information to and from the factory floor to the IT department. This new capability will bring an unprecedented level of integration with business systems and will optimize and streamline plant operations for maximum profitability. ICONICS is prepared to deliver a new family of business visualization, or BizViz™, products that do just that. Our first product focused on report generation, called ReportWorX™, is based completely on Microsoft C# and .NET technologies.

ICONICS has a renewed commitment to OPC, with the recent OPC Foundation Board of Directors election of Jim Luth to the office of Technical Steering Committee Chairman, and the election of myself as the Marketing Committee Chairman. Promoting OPC, Microsoft, and other software technologies that enable our customers to create and deploy their industrial applications will be our initiative for the coming year. 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.

ProjectWorX32 Increases Productivity and Eases Deployment

GENESIS32, ICONICS' core suite of industrial automation software, contains numerous applications that require setup of many types of configuration files, databases, OPC servers, and runtime and security settings. To simplify management and deployment of these applications, ICONICS has introduced the new ProjectWorX32 with its latest release of GENESIS32 Version 7.0. ProjectWorX32 is a powerful project-management utility that integrates GENESIS32 applications, as well as other applications, into a single, easy-to-manage system.

ProjectWorX32 enables systems integrators and other users to collaborate on projects, easing project development and boosting productivity. Projects consisting of graphics screens, alarms, trends, scripts, and OPC servers can be organized and saved for later reuse. ProjectWorX32 can also store project files to Microsoft® Visual SourceSafe® so that several people working on a project can access secure files over company intranets or the Internet.

The ProjectWorX32 user interface is based on the Microsoft Management Console (MMC), which consolidates all GENESIS32 project files into one easy-to-access location, enabling users to:

- Organize GENESIS32 application files into separate projects.
- Create new GENESIS32 application files and OPC server configurations.
- Import application files into projects.
- Configure security settings to password-protect access to projects.
- Search for and replace machine names and OPC tags throughout project files.
- Publish multiple files to Web servers.
- Start and monitor runtime functions.
- Launch GENESIS32 system tools.
- Generate comprehensive reports.
- Import third-party applications.

ProjectWorX32 streamlines project deployment by allowing entire projects to be packed and deployed to other computers, which can be located at remote customer sites. Users can pack project files into a single, compressed file, and then unpack the files for easy deployment to multiple computers. When a project's files are unpacked, the project directories are completely reconstructed for immediate deployment on the target computers. When an updated version of an existing project is unpacked, ProjectWorX32 scans all files in the project and incrementally updates the project with the most recent files, giving users the option to overwrite the old files.

EDS & Delphi Choose ICONICS' WebHMI for Automotive Plants

With more than \$25 billion in sales, Electronic Data Systems (EDS) is the leading global information technology services company. EDS, a major project integrator for the automotive industry, is currently working with Delphi, which manufactures automobile compressors, alternators, generators and other thermal components, and is a "tier 1" supplier to the automotive industry.

EDS and ICONICS have teamed to provide Web-based automation software solutions to several of Delphi's 199 automotive plants worldwide. ICONICS will supply EDS and Delphi with its WebHMI and GENESIS32 software products. WebHMI, which uses OPC over TCP/IP and SOAP/XML communications over the Internet and intranets, allows for fast and easy creation of industrial HMI and visualization Web-based applications.

"We at EDS were so impressed with both the ICONICS support and the extensive features of WebHMI and GENESIS32 software products from ICONICS that we have selected this technology as our corporate wide initiative for our new generation of 'Production Management Systems.' We at EDS are promoting this solution to our key and most important automotive client companies," states Srinivas Kanthadi, Automotive Solutions Manager for EDS.

Russ Agrusa, President and CEO of ICONICS, says that "ICONICS has integrated industry standards such as OPC, SOAP/XML and Microsoft technology into its products. We are able to leverage these investments and standards to create industry-leading products for the manufacturing and automation industry."

Italy's Metro Rome Uses GENESIS32 To Monitor Train Operations

Within the city of Rome, Italy, the Metro Rome government agency runs the rail and surface bus lines. There are two main metro rail lines with a total of 53 stations. A third line with 34 additional stations is currently being built. Each line is about 22 kilometers long. Metro Rome has chosen ICONICS' GENESIS32 software (GraphWorX™32, TrendWorX™32, AlarmWorX™32 and ScriptWorX™32) to implement its first of three rail lines. It is using GENESIS32 to monitor and control the metro line from a centralized control room. The software system, which was designed and installed by the Automation Services S.r.L. systems integrator and implemented over a two-year period, also provides alarm notification for the coordination of emergency actions.

The Metro Rome system includes eight GENESIS32 nodes, seven alarm servers, and six browser nodes. More than 7,000 digital tags and 500 analog tags are incorporated. The GENESIS32 system monitors 3,000 alarms that are both centralized and distributed across the station network for operator intervention. The

ICONICS system has substantially reduced subsystems failures because of the efficient data visualization capabilities and early notifications.

The GENESIS32 software system was installed at Metro Rome to centralize security monitoring and provide the status of emergency auxiliary equipment at each of the remote stations on the rail line, including ventilation systems, fire systems, moving stairs, elevators, and lighting systems. The system also provides the ability to coordinate emergency actions in case of fire in the stations, enabling Metro Rome to identify the most common alarms and their causes and to better organize emergency responses.

The GENESIS32 HMI/SCADA system connects with a Metro Rome mainframe computer via a wide area network (WAN), which communicates data using OPC. Operational data are collected from the system for evaluation, trending and analysis for alarm notifications. Plans for future expansion of the installed software system include the ability to perform diagnostic



functions by operators of the subsystems at the individual stations upon alarm notification prior to elevating the emergency further, providing public information to their customers and connecting ticket counters and emergency phones.

Overall, Metro Rome has increased the rail system efficiency and operational uptime performance using GENESIS32 for early notification of subsystem failures, which has ensured the timely resolution of any problems reported.

Microsoft Unveils ReportWorX.NET at Bill Gates' Seminar

At a recent Microsoft press seminar in Europe, Microsoft chairman Bill Gates was on hand for the unveiling of ICONICS' new ReportWorX™.NET application, which integrates data into reports from various data sources using Microsoft .NET data-mining technology.

"This new product was designed from the ground up to take maximum advantage of Microsoft .NET and Microsoft Excel technology," states Russ Agrusa, President and CEO of ICONICS. "ReportWorX quickly and easily turns volumes of data from different data sources into valuable information."

Powerful Microsoft .NET technology allows the data mining of virtually any industrial or corporate database, such as Microsoft® SQL Server and Oracle®. All of these data sources can be accessed and combined to create custom reports.

ReportWorX is a complete reporting system that manages data in Microsoft Excel workbooks and performs all the data collection from real-time OPC as well as any database. Results are scheduled and are automatically sent to local or remote disk drives, redundant printers, PDF files,

computer screens, or faxes, or are published to Web servers. Reports can automatically be published to Web servers, so that any user can access reports using a Web browser over the Internet or within a secure corporate intranet. Reports can also be e-mailed to an entire organization.

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 Microsoft technology available and are based upon open industry standards. ReportWorX for Microsoft .NET is an excellent example of this ICONICS commitment."



ICONICS NEWS

ICONICS Launches "Visualize Your Enterprise™" Seminars

ICONICS has launched a 100-city tour to introduce GENESIS32 7.0 and other technologies. ICONICS, in conjunction with Microsoft, is offering free, half-day seminars on "Visualizing Your Enterprise" in the Web-enabled world. Topics will include Microsoft .NET and OPC technologies, wireless, Web and multimedia solutions for growing industries, and new features in GENESIS32 7.0. Visit the ICONICS Web site at www.iconics.com/events/seminars for dates and registration information.

OPC Foundation Elections

The OPC Foundation's Board of Directors has elected Russ Agrusa OPC Marketing Committee Chairman. Jim Luth has been elected Technical Steering Committee Chairman. These positions further demonstrate ICONICS' leadership in OPC technology.



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UPCOMING EVENTS & SPECIALS

Training Classes

- **GENESIS32 Standard**
March 12-14, 2003 (Europe)
April 15-17, 2003
May 13-15, 2003
- **GENESIS32 Advanced**
April 8-11, 2003
- **GENESIS32 Plus**
March 18-20, 2003
May 20-22, 2003
- **OPC ToolWorX**
April 2-4, 2003 (Germany)
April 22-24, 2003 (USA)
- **Regional Training**
March 12-14, 2003 (Texas)
April 15-18, 2003 (California)
April 22-24, 2003 (California)

Spring Special

Spring special available February 15, 2003 through May 31, 2003

Purchase a GENESIS32 Version 7.0 upgrade and receive **one FREE GENESIS32 training class of your choice** (GENESIS32 Standard, GENESIS32 Advanced, or GENESIS32 Plus). Must attend free training class by May 31, 2003.

To place your product order, contact your local ICONICS representative or distributor. Using code **SPTRN70**, you may fax your order to (508) 543-1503, or e-mail it to orders@iconics.com.

Industry Events

- **National Manufacturing Week**
March 3-6, 2003
Chicago, Illinois
- **Stratus World Expo**
March 8-11, 2003
Las Vegas, Nevada
- **InterPhex (Pharmaceuticals)**
March 31-April 2, 2003
New York, New York
- **Entelec (Oil and Gas)**
March 31-April 2, 2003
Austin, Texas
- **Amper Automation**
April 1-4, 2003
Praha, Czech Republic
- **AWWA (Water)**
June 15-19, 2003
Anaheim, California

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