



**PRESS RELEASE**

## **For Immediate Release**

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## **ICONICS, Endress+Hauser Announce OEM Partnership**

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***ICONICS Software Products To Be Private Labeled by Endress+Hauser As P View***

**Foxborough, MA USA – July 20, 2004 —** **ICONICS**, a leader in Web-enabled, OPC-based HMI/SCADA and Manufacturing Intelligence Visualization software for Microsoft® Windows® operating systems, today announced an OEM technology partnership with Swiss-based Endress+Hauser. Endress+Hauser will OEM and private label the **ICONICS GENESIS32™** Automation Suite as its **P View™** PC-based process visualization suite.

Endress+Hauser is a global leader in sensor and systems technologies for the process industries. Based in Reinach, Switzerland, Endress+Hauser delivers leading industrial measurement and solutions for the many process industries, including precise parameter measurements of level, flow, pressure, temperature, tank gauging, industrial liquid analysis, as well as industrial chart and process recorders.

"ICONICS standards-based HMI, SCADA and Manufacturing Intelligence visualization products, coupled with Endress+Hauser's advanced sensor and systems technology, provide a powerful integrated solution for the process industries, such as pharmaceuticals, food and beverage, chemical, oil and gas, biotechnology, water and wastewater," states Russ Agrusa, President and CEO of ICONICS. "Tightly integrating our products with Endress+Hauser's premiere sensor and systems technologies allows our customers to solve the most demanding process application."

P View is a powerful, PC-based HMI, SCADA and Visualization solution that connects with the most popular communications standards, including HART®, Modbus, PROFIBUS®, and

Foundation Fieldbus™, using industry standard OPC servers. P View can access remote systems using modem and other wireless technologies that provide remote access and diagnostics.

"With the selection of ICONICS' suite of products, P View will now be a world-class, Web-enabled visualization solution for the process industry," states Dr. Raimund Sommer, Marketing Director of Endress+Hauser Process Solutions AG. "GENESIS32 replaces an older system within the P View suite of products that allows us to offer a more open solution to our customer."

Craig Resnick, Research Director at ARC Advisory Services, states, "ICONICS' strategy has always been to deliver open systems based on the latest OPC technology. Combining OPC technology with Web-enabled Visualization within ICONICS GENESIS32 is a logical continuation of that strategy for industrial control and OEM solutions."

#### **About ICONICS**

Founded in 1986, ICONICS is a leader in the development of Web-enabled industrial automation and manufacturing intelligence software for Microsoft® Windows® operating systems. Offering the industry's only suite of fully-integrated OPC-based components and products, GENESIS32™ Enterprise Edition is available for Windows XP, 95, 98, Millennium, and 2000, and Windows NT®. Pocket GENESIS™ for Windows CE and Pocket PC was built from the ground up based on ICONICS' OPC-To-The-Core™ framework. BizViz™ is a suite of manufacturing and business intelligence products, which bridge the gap between manufacturing and corporate business information systems. BizViz is designed around Microsoft .NET technology and Microsoft SharePoint™, and runs on Microsoft Windows Server 2003. ICONICS also offers a complete set of Plug and Play automation components, including best-in-class OPC ActiveX® Controls, OPC Toolkit, Human Machine Interface (HMI), Microsoft SQL Server®-based data logging, Multimedia Alarming, and Supervisory Control and Data Acquisition (SCADA) products. ICONICS is a Microsoft Gold Certified partner represented in over 50 countries, and has more than 100,000 product installations worldwide. For more information contact ICONICS at (508) 543-8600, or visit us online at [www.iconics.com](http://www.iconics.com).

#### **About the Endress+Hauser Group**

The Endress+Hauser Group is a global leader in the provision of measurement instrumentation and automation solutions for industrial process engineering. The company is a Swiss family business and consists of a network of legally independent companies, managed and coordinated by a holding company in Reinach, Switzerland. The group comprises 72 companies in 37 countries, which operate 19 production centres in Switzerland, Germany, France, the UK, Italy, China, Japan, India and the USA. At the end of 2003, Endress+Hauser employed 6,077 people, generating €734.8 million in turnover and a profit of €36.2 million. The company's growth is due to a culture of innovation - in 2003, Endress+Hauser took out a patent for 157 innovations.

With a wide range of sensors, instruments, systems and services, Endress+Hauser covers the areas of level, flow, pressure, temperature, analysis and recording. The range also includes the connection of field appliances to mainframe processing systems using fieldbuses and automation and logistical solutions. The products manufactured by Endress+Hauser set the standard in reliability, availability, quality and technology. Customers come primarily from the chemical, petrochemical, pharmaceutical, food & beverage, water & wastewater, paper, energy and oil & gas sectors. They optimise their process engineering procedures with support from Endress+Hauser while taking into consideration environmental protection, safety and economic efficiency.

Endress+Hauser was founded in 1953 by Georg H. Endress and Ludwig Hauser. Since 1975, the Endress family has had sole ownership of the Group. In 1995, Klaus Endress took over the management of the Group from his father. In more than 50 years since its foundation, the company has developed organically from being 'specialists in level measurement' to 'providers of complete solutions for industrial measuring technology and automation'. As well as adding innovative products and services to extend the range, new markets have been continually opened up. Competent employees and partners guarantee sales and quality service in every country. For more information visit us online at [www.endress.com](http://www.endress.com).

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