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Press Release

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ICONICS Announces GENESIS32 8.0

Includes VCRWorX, New OPC XML, OPC DA 3.0, and Data-Mining Technology

Houston TX, ISA '03 – October 21, 2003 — **ICONICS**, a leader in the development of Web-enabled industrial automation and business visualization software for Microsoft® Windows®, today announced GENESIS32™ Version 8.0, the ICONICS flagship HMI/SCADA and business visualization suite of software products. This new version of GENESIS32 incorporates industry's first HMI data-mining capability and supports the newest OPC Foundation specifications, including OPC Data Access (DA) 3.0 and OPC XML 1.0.

"GENESIS32 Version 8.0 integrates several new capabilities and products, such as **VCRWorX™32** and **DataWorX™32**. VCRWorX gives our customers a powerful tool for replaying archived alarm and trend history into their HMI/SCADA visualization systems," states Russ Agrusa, President and CEO of ICONICS. "DataWorX32 provides patented OPC data bridging, tunneling and aggregation capabilities. GENESIS32 Version 8.0's new data-mining technology allows automation and IT professionals to integrate real-time manufacturing and business information into a common, Web-enabled visualization dashboard."

"The market is demanding solutions that provide a real-time visualization connection to databases such as Microsoft SQL Server®, MSDE, Oracle®, and Microsoft Access, as well as the integration of real-time manufacturing and business visualization," says Craig Resnick, Research Director at ARC Advisory Group. "ICONICS' newest HMI/SCADA visualization product incorporates several unique capabilities that address this market demand, such as VCR-like replay functions, which allow users to view past history through their HMI systems."

"VCRWorX32 provides users with a new way to visualize historical data from manufacturing and business systems," states Russ Agrusa. "From an easy-to-use VCRWorX graphical user interface, users can select a start time, playback speed, and step mode for viewing information. Users can also compare live views with historical views, or compare the current production run against 'ideal data' and make set point changes, resulting in greater productivity and efficiency. VCRWorX is designed to work with GENESIS32 and WebHMI™ clients. Using the ICONICS 'one development tool for multiple targets' technology, it's easy to add VCRWorX to any existing application."

TrendWorX™32 includes several new features, including the ability to stack pens, an intuitive pen cursor, scatter plots, sliding scales, and customizable backgrounds. This allows users to quickly and easily configure informative charts.

ICONICS has been providing award-winning, industrial automation and business visualization software for over 15 years, and has successfully deployed more than 100,000 solutions worldwide. For more information, please contact ICONICS at (508) 543-8600 or info@iconics.com, or visit the ICONICS Web site at www.iconics.com.

Significant features available in GENESIS32 Version 8.0 include:

- New open data-mining technology connects to Microsoft SQL Server, Oracle, Microsoft Access, ODBC, OLEDB, SAP®, and virtually any other database
- OPC Data Access (DA) 3.0 and OPC XML 1.0 compliance
- New VCRWorX32 replays archived historical data into HMI visualization screens
- New WebHMI supports OPC XML and OPC DA 3 communications
- New PortalWorX™ product leverages Microsoft's new SharePoint™ technology
- New historical trend viewer for fast information analysis
- Hundreds of other new enhancements and features

"Visualize your Enterprise!"

ICONICS Background Information

Founded in 1986, ICONICS is a leader in the development of Web-enabled industrial automation 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. ICONICS 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 represented in over 50 countries and has in excess of 100,000 product installations worldwide. Visit us online at www.iconics.com.

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