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Press Release

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ICONICS Announces BridgeWorX & PortalWorX for Its BizViz Suite

*Bridging Information From the Shop Floor to the Top Floor
and Real-Time Information Dashboards*

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 operating systems, today announced BridgeWorX™ and PortalWorX™ as the latest products for the ICONICS BizViz™ Suite. BridgeWorX enables users to integrate plant-floor information with business systems in a simple drag-and-drop environment, requiring no programming. Logical transaction-based processing of information becomes easy using the graphical translation configurator. PortalWorX enables users to create and manage custom manufacturing and business portals for real-time information delivery.

Within **BridgeWorX** users can apply business logic and rules to schedule data transfers between production and business applications. Since BridgeWorX is based on Microsoft .NET, it is compatible with corporate IT LANs, the Internet, and firewalls. Bridging data locally or over the Web is a snap. BridgeWorX can handle data transfers and recipe downloads and uploads from any business system to any OPC-enabled device. BridgeWorX comes with a graphical configuration utility that allows the bridging of data sources. With simple-to-use wizards, users can graphically view data paths between various data sources.

PortalWorX, based on Microsoft's newest SharePoint™ Portal Server technology, allows users to easily create and manage custom manufacturing and business portals and visualization dashboards, which provide single sign-on collaboration and optimization of key performance

indicators (KPI). PortalWorX provides everything you need to create a portal for your real-time and historical plant and business information. PortalWorX is easy to administer and configure, delivering data to those who need it, when they need it.

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

"BridgeWorX is an essential element for 'shop-floor-to-top-floor' connectivity," states Russ Agrusa, President and CEO of ICONICS. "We have seen many attempts to fill this space; however, it takes an application built from the ground up using Microsoft .NET to fill this void. PortalWorX is another product that fills this void by providing a single medium for viewing and managing plant and business information."

"There is a clear demand in the marketplace for a common environment for mining both plant and business information," says Craig Resnick, Research Director at ARC Advisory Group. "Users want to build portals and provide digital dashboards for both their plant and business information from one environment, which is the market that BridgeWorX and PortalWorX are targeted at."

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.

"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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