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ICONICS Introduces New Embedded GENESIS Product Line

National Manufacturing Week, Chicago, IL March 20, 2002 — ICONICS, a leader in the development of Web-enabled industrial automation software for the Microsoft® Windows® operating systems, today unveiled a new GENESIS™ product line for the Microsoft® Windows® Embedded family of operating systems, including Windows CE, Windows NT® Embedded, and Windows XP Embedded.

The ICONICS Embedded Series is a set of GENESIS products that are easy to install on the Microsoft Embedded operating systems. Designed for devices requiring small memory “footprints,” the Embedded GENESIS Series is ideal for diskless systems that use flash memory. The Embedded Series features several different configuration options that can be tailored to the needs of the customer. The ICONICS Embedded Series includes the following products:

- **Embedded GENESIS32:** Features the complete GENESIS32 HMI/SCADA product, including the configuration and runtime components. Fits in less than 25 megabytes.
- **Embedded SCADA:** Installs GENESIS32 runtime components, but does not include logging components and support files. This is a “real-time” system without archiving capability.
- **Embedded HMI:** Delivers visual HMI project displays using runtime components in GraphWorX™32. Requires less than two megabytes for many applications.
- **Embedded WebHMI:** Delivers GENESIS32 components (and associated security, live data, etc.) to remote Web browsers. Embedded WebHMI provides the same Web-enabling functionality as the WebHMI product, but with the Web server runs on an Embedded Windows platform.

- **Embedded GenBroker:** Deploys the ICONICS GenBroker™ utility, which provides OPC over TCP/IP communications across intranets and the Internet, connecting Embedded devices to OPC data over networks as well as through firewalls and routers.

“With the emergence of smaller and more integrated OPC platforms, the need for smaller footprint software applications creates a large opportunity for the embedded market,” says Russ Agrusa, ICONICS President and CEO. “And ICONICS is ready.”

For more information please contact ICONICS at (508) 543-8600 or info@iconics.com, or visit the ICONICS Web site at www.iconics.com.

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 75,000 product installations worldwide. Visit us online at www.iconics.com.

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