



For Immediate Release

ICONICS AND PHOENIX CONTACT ANNOUNCE OEM AGREEMENT

National Manufacturing Week, Chicago, IL – March 20, 2002 — ICONICS, a leader in the development of Web-enabled industrial automation software for Microsoft® Windows® operating systems, today announced at the National Manufacturing Week (NMW) Conference that it has entered into an OEM agreement with Phoenix Contact, producers of industrial computers and workstations. Under the terms of this agreement, ICONICS' GENESIS32™ HMI/SCADA software will be embedded into Phoenix's family of industrial computers. In addition, ICONICS' Pocket GENESIS™, based on Microsoft's Windows CE, will also be embedded into Phoenix's CE HMI panel products.

"Phoenix Contact's industrial computers and CE-based HMI panels, coupled with ICONICS' HMI/SCADA scalable software, are ideal for OEMs and machine builders. OEMs and end users will benefit from the increased speed obtained in the design, construction and commissioning of modular PC-based control systems," states Dave Skelton, Director of Automation Systems at Phoenix Contact. "Formalizing this relationship with ICONICS means better support and service to the Phoenix Contact customers throughout North America."

ICONICS recently released version 6.1 of its award-winning GENESIS32 HMI/SCADA product, which offers the industry's only suite of fully integrated OPC-based components and products for all Microsoft Windows operating systems. The GENESIS32 suite of applications is Windows 2000 Ready certified. GENESIS32 6.1 provides the connectivity of automation software with control hardware and field devices and enables seamless integration into enterprise-wide MRP/ERP and MES systems. The GENESIS32 WebHMI™ option provides Web-based visualization via the new GenBroker™ Web delivery agent, which uses OPC over TCP/IP and XML to communicate alarms, trends, and graphical data over intranets and the Internet, as well as through routers and firewalls.

GENESIS32 may be used to create FDA-compliant applications, enabling proper handling and recording of FDA-regulated electronic information. AlarmWorX™32 Multimedia provides remote alarm notification using multimedia devices such as phones, pagers, e-mail, video and marquees. GENESIS32 also provides full language switching capabilities, enabling machine builders to deliver their products in the global market.

“The benefit for ICONICS, in this agreement, is that we will gain additional exposure in the automation industry,” states Oliver Gruner, ICONICS OEM Account Manager. “ICONICS is pleased to help Phoenix Contact provide its customers with a complete hardware, software and services solution. As more customers in the automation industry are looking for a one-stop shopping experience, ICONICS and Phoenix Contact will be able to provide that level of service.”

About ICONICS

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.

About Phoenix Contact Inc.

Phoenix Contact Inc., headquartered in Harrisburg, PA, is a leader in the manufacture of electronic components and connection systems. The Automation division is focused on providing users with modular PC based automation solutions that increase speed. The concepts and products are built on the company's strength of connection, packaging and communication skills. Products include IP 20 and machine mount I/O, network infrastructure, HMI, controllers and software. These products have been developed to provide maximum value in the automotive, material handling and packaging industries. Visit our website at www.phoenixcon.com.

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