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Press Release

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ICONICS Announces Visualization Solutions for the Security Industry

GENESIS32 Mapping / Visualization Software

New Orleans, LA - ASIS 03 - September 15, 2003 — ICONICS, a leader in the development of Internet-based, building control, and industrial automation visualization software solutions for Microsoft® Windows® operating systems, today announced that version 7.0 of GENESIS32™ offers a wide variety of features designed for advanced “mapping” and graphics for the security industry. GENESIS32 offers connectivity with Johnson Controls, BACnet®, LonWorks®, Modbus, Siemens, Honeywell and several other leading hardware suppliers and protocols. Users can quickly visualize their entire operation and respond to events in real-time from a single console.

GENESIS32 offers an intuitive graphical configuration environment with a vast library of pre-defined symbols, allowing users to design security visualization maps of their building, campus, complex or global enterprise. Operators monitoring the system can easily switch between views, as well as drill down into an issue. The powerful alarm multimedia engine within GENESIS32 is a fully distributed alarming system that can display alarms locally or remotely along with live video feeds from the alarm locations.

“ICONICS is a company that offers visualization solutions for building control automation and industrial automation,” states Russ Agrusa, President and CEO of ICONICS. “Leveraging this experience allows ICONICS to offer a world-class suite of visualization solutions for the security mapping industry.”

GENESIS32 is a suite of products that are scalable to meet any size application; from single-station monitoring to Web-enabled, secure networks, users can monitor their facilities. ICONICS also offers the ability for users to be alerted to potential security incidents and stay informed with MobileHMI.NET™. The award-winning MobileHMI.NET solution from ICONICS allows users to acknowledge alarms, change set points and view reports directly from their mobile phones. MobileHMI.NET is designed using Microsoft .NET technology, allowing a secure and easy-to-use environment.

ICONICS solutions have been successfully deployed in over 75,000 building control, manufacturing and utility applications worldwide, including the Building Operations Command Center (BOCC) at the Pentagon.

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

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.

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