

Contact: Bob Braier
Director of Product Deployment
ICONICS, Inc.

Telephone: (508) 543-8600
FAX: (508) 543-1503
E-mail: bob@iconics.com
WEB: www.iconics.com

ICONICS Revolutionizes eAutomation Market with Universal Development System

ISA Expo 2001 – September 11, 2001 — ICONICS, a leader in the development of Web-enabled industrial automation software tools for Microsoft® Windows® operating systems, today unveiled its vision and strategy concerning the emerging needs of HMI/SCADA software environments for developing eAutomation applications in New Economy. Explains Chuck Gillingham, ICONICS Vice president of Marketing, “Manufacturing and Process Industries are just now beginning to reap the earliest rewards of open, ‘plug and play’, scalable automation and IT infrastructures in their operations. These companies are now better equipped to serve the demands of their supply chain systems by providing real-time plant operations information. There is a tremendous return on investment here!” And these companies want more of the same. For this to occur, users are making real-time information available to many more of its workforce through a wide variety of user interface devices and tools.

Human Machine Interface (HMI) in this New Economy implies many “targets”. These targets for HMI include:

- ❑ Traditional PC workstations and servers
- ❑ Dedicated, industrial, Windows®CE based operator interface panels
- ❑ Browser-based, thin clients
- ❑ Embedded controllers
- ❑ Industrial, mobile handheld devices
- ❑ Commercial grade Personal Digital Assistants (PDAs)
- ❑ Land line phones
- ❑ Wireless Web Phones

“Many Targets, One Development System!”, states Russ Agrusa, ICONICS President and founder. “This is our philosophy. Windows CE, 95, 98, NT, 2000, Millennium, embedded systems, web systems, web phones – we do it all. Our goal is to simplify and streamline the efforts of the development community working on these types of systems. This is why, from the very beginning, we have designed our GENESIS32™ Enterprise Edition and Pocket GENESIS™ for Windows® CE as a Universal Development environment for many, many targets. And with GENESIS32 Version 6.1, we’ve incorporated powerful language switching to make the development system even more Universal!”

ICONICS Development system allows users, OEMs and systems integrators a very straightforward and efficient way to create powerful HMI/SCADA applications for visualization, real-time and historical trending, alarm management and much more. Customers with larger applications that involve multiple targets benefit from the immediate re-usability of applications initially built for other targets. “Customers are routinely blown away by how easily they can recompile their displays and projects for new targets.”, says Gillingham. Creating a WebHMI application from an existing traditional Client/Server application, for example, requires only three clicks of a mouse and your done!

As powerful and compelling as this message certainly is to the eAutomation Development community, the **really amazing** part of the story is the price. “It’s free, No Charge!”, says Gillingham. “ICONICS is a player in the New Economy and paradigms have shifted. We are removing all, I mean **ALL** obstacles for users, OEMs and systems integrators to begin developing world class applications for their markets using the absolute, best tools available.” As a result of this strategy, ICONICS is experiencing tremendous growth, particularly in two areas- Web based HMI/SCADA enterprise systems and embedded web server technology.”

Users and OEMs may visit ICONICS website at www.iconics.com to request shipment of their registered version of GENESIS32 6.0 Development at No charge. Recipients of the GENESIS32 V6.0 Development System will also receive:

- ✓ 2 hour run-time license for Visualization and Graphics including VBA Wizards, Trending, Alarming, Scripting, OPC Server redundancy, popular OPC servers, Web Based HMI/SCADA, and many useful automation utilities.
- ✓ Complete System Documentation
- ✓ Technical Whitepapers
- ✓ Multi-Media Tutorials and more

ICONICS Background Information

Founded in 1986, ICONICS is a leader in the development of industrial automation software for Microsoft® Windows® Operating Systems. The company offers the industry's only suite of fully integrated OPC-Based components and products: GENESIS32™ Enterprise Edition, available for Windows 95/98/NT, Millennium and 2000; and Pocket GENESIS™ available for the Pocket PC and Windows CE. Both were 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), SQL based Data Logging and Supervisory Control and Data Acquisition (SCADA) products. The company's products are fully WEB enabled. ICONICS is represented in over 50 countries and has in excess of 50,000 product installations worldwide. For more information visit www.iconics.com, or E-mail to info@iconics.com.

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