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Press Release

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ICONICS MobileHMI™ Wireless WAP Product Adds Database, Palm and Pocket PC Support

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 announced that it will support Palm computers and pocket PCs, in addition to supporting mobile WAP telephones with the MobileHMI™ wireless mobile telephony software. In addition, MobileHMI is now capable of accessing important information from standard databases such as Excel spreadsheets, Oracle, MS SQL, Access and MSDE.

“MobileHMI is definitely one of the most exciting automation products developed in response to manufacturers’ needs and the ‘wireless revolution’ underway”, comments Russ Agrusa, President of ICONICS. “In 1995, there were eight million mobile phone subscribers. By the end of 1999, the number had risen to 450 million. That’s an increase of 5600 percent! Analysts predict that by 2002 there will be more than one billion mobile phone users in the world. That’s one phone for every six people. The world, its people and the way we work are all changing. We are all ‘Going Mobile!’”

MobileHMI is truly a feature-rich product, offering two-way mobile communications and OPC “Plug and Play” with any industry-standard OPC Server. The MobileHMI configuration is easy, flexible and graphically intuitive. It even has a Talking Assistant to guide you through your MobileHMI set-up! The MobileHMI provides instant access to real-time and database manufacturing data, anytime and anywhere the user may be. The MobileHMI represents the perfect solution for today’s world-class companies that are aiming to reduce their operating costs and maximize productivity.

MobileHMI is the first product to integrate the “Plug and Play” OPC automation standard with mobile, wireless Web phone technology. Users of MobileHMI can connect easily to their production line, process-

control system, building automation and more, simply by connecting via their wireless Web phone. Mobile applications can be configured to individual needs by selecting exactly which OPC real-time information will be displayed from a wide selection of ICONICS and Third Party OPC Servers. Users can also define exactly what information they wish to have displayed on their phones. MobileHMI supports display of real-time alarming, live and historical trend information, as well as information from corporate databases.

As the mobility of people and data has become increasingly essential to business operations, so too has the need for widely distributed mobile-aware security. Bob Braier, ICONICS' Director of Product Deployment, remarks, "ICONICS' company roots are very deep in mission critical type applications and highly secure industries. We apply rigorous principles in all of our product designs to ensure security. MobileHMI offers inherent reliable, configured security. Users may customize their MobileHMI application and use PIN codes for advanced private security."

MobileHMI can be used with popular and commercially available Web phones, Palm computers and Pocket PCs. These mobile wireless devices are based upon Wireless Application Protocol (WAP), the leading global open standard for applications over wireless networks. WAP provides a uniform technology platform with consistent formats for delivering Internet and intranet-based information and services to digital mobile phones and other wireless devices.

MobileHMI is an ideal solution for line and corporate managers, maintenance, facility and production supervisors, service fleets and technicians in the automotive, discrete parts, food, pharmaceutical, steel, utilities, paper and chemical process industries.

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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