



For Immediate Release

ICONICS AND MITSUBISHI ELECTRIC AUTOMATION SIGN 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 initiation of an OEM agreement with Mitsubishi Electric Automation, Inc., a producer of comprehensive factory automation solutions. Under the terms of this agreement, ICONICS will provide its GENESIS32™ HMI/SCADA software for inclusion in all Mitsubishi factory automation products sold in North America.

Mitsubishi Electric has long recognized the need to integrate HMI/SCADA software with its family of automation products. In selecting a partner, Mitsubishi looked for a company able to provide scalable, state-of-the-art industrial software that would be easy to use. Monty Fox, Product Marketing Manager of Software at Mitsubishi Electric Automation, Inc., notes that, "Scalability was a huge factor for Mitsubishi in terms of choosing ICONICS. Accessing a single design environment that can seamlessly cover common operating systems (i.e., Windows 95, 98, NT, 2000, XP, CE, and Pocket PC), and various user requirements was essential in our selection process. We are very comfortable that ICONICS provides us with just that solution." Fox also noted that ICONICS' extensive expertise in OPC, and participation with the OPC Foundation helped Mitsubishi to recognize ICONICS as the right partner from a technology perspective.

"Today's users require flexibility in their software because there are so many platforms running concurrently in a plant," said Russ Agrusa, President and CEO of ICONICS. GENESIS32 automation software accommodates that flexibility, eliminating road blocks and allowing the user to focus efforts elsewhere. With the ICONICS-Mitsubishi agreement, many new customers will see significant improvement to their operations."

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 the Microsoft Windows operating systems. The GENESIS32 suite of applications is Windows 2000 and XP Ready certified. GENESIS32 6.1 provides the connectivity of automation software with control hardware and field devices and enables seamless integration to enterprise-wide MRP/ERP and MES systems. The GENESIS32 WebHMI™ 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 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 notification using multimedia devices such as phones, pagers, email, video and marquees. GENESIS32 also provides full language switching capabilities, enabling machine builders to deliver their products in the global market.

ICONICS and Mitsubishi will present plans for their integrated solution at a press conference on Wednesday, March 20, at 11:00AM in Room 426A in the North Building of McCormick Place in Chicago.

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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About Mitsubishi Electric Automation, Inc.

Mitsubishi Electric Automation, Inc., located in Vernon Hills, Ill., offers a comprehensive line of factory automation solutions. Products include uninterruptible power supply (UPS) systems, programmable logic controllers (PLCs), operator interface terminals (OITs), PC-Based control systems, AC variable frequency drives (VFDs), servo amplifiers and motors, motion controllers, computer numerical control (CNC) systems, PC-Based CNC, linear servos, robots and industrial sewing machines, for a broad range of factory automation applications. Visit the Mitsubishi web site at www.meau.com.

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