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Press Release

For immediate release...

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New Multimedia Alarm Management Software Supports Video, Pagers and Telephones

ISA Expo 2001 – September 11, 2001 — ICONICS, a leader in the development of Web-enabled industrial automation software for Microsoft® Windows® operating systems, today announced the latest version of its AlarmWorX™32 Multimedia product with extensive alarming capabilities.

"With our release of AlarmWorX32 Multimedia, users now have an unprecedented set of tools to inform them of alarms and events wherever they may be," says Russ Agrusa, President of ICONICS. "Whether being notified via cell phone, instant messaging over the Web, pop-up remote videos, e-mail or pagers, this plug-in module to OPC Alarms & Events makes remote notification a snap in any application."

AlarmWorX32 Multimedia is comprised of individual "agents" that can be deployed in any OPC SCADA system. The Multimedia server monitors alarms and events in the system and triggers these agents to transmit messages to the operator. Available agents include:

- E-mail - sends a detailed e-mail message that can be acknowledged via a simple e-mail reply by the operator
- Two-way Pager - sends an alphanumeric message to a pager and accepts an acknowledgment command from a two-way pager
- Text-to-Speech - announces alarms over a speaker system by reading the alarm message text using any of several configurable voices
- MS Instant Messaging - pops up a text message on a remote PC using Microsoft's Internet Explorer technology
- Marquee - sends a message to an external marquee display panel

- Digital Marquee - pops up a scrolling marquee/ticker display on either a local or remote PC window where the message can be scrolled, viewed, and acknowledged
- Digitized Sound -announces alarms over a speaker system using prerecorded wave files
- Pop-up Window/Web Page - brings up a window or Web page on a remote PC containing desired information (e.g., HTML links, shock wave videos, etc.)
- SMS Paging - support for sending messages to these sophisticated pagers
- Telephone Dialing - calls people and announces the messages using either text-to-speech or digitized sound
- Video - captures live video and can present a stream to a remote user

The AlarmWorX32 Multimedia server coordinates all of these agents. Setup is simple using the built-in wizard. Sophisticated work schedules can be created to notify only on-duty personnel. Call progression and acknowledgment actions can be configured on a per-agent basis. For large enterprise-wide applications, alarm filtering can be applied to view information selectively from a specific node. The system easily handles multiple subscriptions to networked OPC alarm and event servers, providing true distributed alarming capabilities.

"Our modular architecture permits this cutting-edge technology to be applied not only to the GENESIS32 systems, but also to third-party and OEM applications," says Russ Agrusa.

More information is available by pointing your Web browser to ICONICS' Web site at **www.iconics.com** or by e-mail to **info@iconics.com.**

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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