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ICONICS Introduces Several New Products at ISA 2003

Bridging Manufacturing With Business

Houston, TX, ISA '03 - October 21, 2003 — **ICONICS**, a leader in the development of Web-enabled industrial automation and business visualization software for Microsoft® Windows® operating systems, is showcasing several new visualization products in its booth (#1933) at ISA 2003. Highlights of the ICONICS booth include the following new products.

BridgeWorX™ is a new member of the ICONICS Business Visualization Suite, or BizViz™. BridgeWorX performs efficient data exchange to and from any database or data source. BridgeWorX has a unique visual transaction data-mapping configuration wizard, which enables users to transfer information to and from real-time OPC-enabled manufacturing devices to corporate business information systems. BridgeWorX data-mining technology can access Microsoft SQL Server®, Oracle®, Microsoft Access, SAP® and virtually any real-time manufacturing or archived business data source. The powerful BridgeWorX scheduler triggers "transactions" based on real-time OPC data, alarms, events, time and date, or based on database or file attributes.

"Virtually any real-time or archived data source can be connected to any data source," states Russ Agrusa, President and CEO of ICONICS. "BridgeWorX reduces integration and the tedious chore of connecting the plant floor to business systems."

PortalWorX™ is another new member of the BizViz suite based on Microsoft's newest SharePoint Server .NET technology. PortalWorX allows users to easily create and manage custom manufacturing and business portals and visualization dashboards, which provide single sign-on, collaboration, and optimization of key performance indicators (KPI). PortalWorX provides everything you need to create a manufacturing or business portal for your real-time and historical plant and business information. PortalWorX requires virtually no administration, is easy to configure, and delivers data to those who need it, when they need it.

Craig Resnick, Research Director at ARC Advisory Group and author of ARC's upcoming HMI Software Worldwide Outlook Study, says, "ICONICS is positioning themselves at both the HMI/SCADA and Business Visualization spaces, focused on 'shop floor to top floor' connectivity through the use of both Microsoft and OPC technologies."

GENESIS32 Version 8.0 integrates several new capabilities and products, such as VCRWorX™32 and DataWorX™32. GENESIS32 Version 8.0's new data-mining technology allows automation and IT professionals to integrate real-time manufacturing and business information into a common, Web-enabled visualization dashboard. Significant features available in GENESIS32 Version 8.0 include:

- New open data-mining technology connects to Microsoft SQL Server, Oracle, Microsoft Access, ODBC, OLEDB, SAP®, and virtually any other database
- OPC Data Access (DA) 3.0 and OPC XML 1.0 compliance
- New VCRWorX32 replays archived historical data into HMI visualization screens
- New WebHMI supports OPC XML and OPC DA 3 communications
- New PortalWorX™ product leverages Microsoft's new SharePoint™ technology
- New historical trend viewer for fast information analysis
- Hundreds of other new enhancements and features

VCRWorX™32 replays and visualizes historical, archived data from plant and business systems. From the friendly VCRWorX32 on-screen graphical user interface control, users can select a start time, playback speed, and step mode for viewing data. Compare live views with historical views, or compare the current production run with "ideal data" and make real-time set-point changes resulting in less waste. VCRWorX32 is designed to work on desktops, LANs and

Web applications. Using the GENESIS32™ "one development tool for multiple targets" platform, it is easy to add VCRWorX32 to any application.

"Adding VCRWorX32 to our GENESIS 8.0 suite of products is just another way ICONICS continues to offer software visualization solutions for the industrial automation marketplace," states Russ Agrusa. "As a Microsoft Gold Certified Partner, ICONICS is in an elite class of companies. We receive critical product and strategic technology information from Microsoft 18 months before Microsoft's products are available to the general market. This unique partnership has enabled us to create these cutting-edge technology products."

OPC ToolWorX™ allows users to quickly develop state-of-the-art OPC servers as well as ActiveX® OPC clients that conform to the latest OPC specifications for real-time data, alarms and events, and historical data, including OPC Data Access (DA) 3.0 and OPC XML DA 1.0. OPC ToolWorX is the industry's first OPC toolkit that integrates OPC Data Access and OPC Alarm and Events in one toolkit.

ICONICS has been providing award-winning industrial automation and business visualization software for over 15 years, and has successfully deployed more than 100,000 solutions worldwide. For more information, please contact ICONICS at (508) 543-8600 or info@iconics.com, or visit the ICONICS Web site at www.iconics.com.

"Visualize your Enterprise!"

ICONICS Background Information

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 100,000 product installations worldwide. Visit us online at www.iconics.com.

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