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Press Release

100 Foxborough Blvd., Foxborough, MA 02035
Tel.: 800-946-9679 • 508-543-8600 • Fax: 508-543-1503
Email: info@iconics.com • www.iconics.com

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 Embedded WebHMI Empowers Devices To Deliver Real-Time Web Content

New WebHMI Product Serves Real-time Data From Devices Over the Web!

ISA Expo 2001 – September 11, 2001 -- ICONICS, a leader in the development of Web-enabled industrial automation software tools for Microsoft® Windows®, today has announced Embedded WebHMI™ version 6.1, a powerful Web Server HMI application for the Microsoft Windows CE® and Embedded NT operating systems.

“The embedded market is poised for explosive growth, as the interaction between people and devices of all types reaches a level of sophistication that seems almost futuristic,” states **ICONICS** President, Russ Agrusa. “**ICONICS’** Embedded WebHMI allows for simple and powerful integration in the embedded devices arena.”

Embedded WebHMI integrates **Web Server** technology with traditional Graphics, Trending and Alarming applications, which run on Windows CE target processors and Embedded NT applications. By using a standard Web browser such as the Microsoft Internet Explorer, users can view animated real-time displays, live data trends, historical trends from SQL, Access or Oracle and alarm summaries without requiring the installation of any thin-or-fat client software. Real-time networking and communications with remote devices – in the home or on the factory floor – are provided via the industry standard OLE for Process Control (OPC). Combined with ICONICS’ new GenBroker technology, OPC communication seamlessly traverses through routers and firewalls to provide an enterprise-wide solution over the Internet/Intranet.

Embedded devices in everyday appliances such as telephones, cars and even refrigerators will allow consumers to communicate with and control their processes via the Internet. “Smart” devices, those embedded with microprocessors and networked through the Internet, allow consumers to manage and control devices remotely. And in an industrial location, the microprocessors embedded in factory devices have enabled information to be communicated not just through a Web browser, but through multiple device interfaces including a spreadsheet, PDA, database, enterprise application, pager or phone.

“**ICONICS** is excited about the possibilities that are just opening up in the embedded devices market,” states Agrusa. “It’s like harnessing a piece of the future and making it a reality in the present.”

Embedded WebHMI provides for both reading and writing any value where the proper security is provided. It is available for all major RISC and Intel Processors such as Hitachi SH3/SH4, ARM, MIPS and PowerPC. Embedded WebHMI is available immediately and priced for the OEM market.

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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