



***For immediate release...***

**Press Release**

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## **For Immediate Release**

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## ***ICONICS Awarded “Hot Company of 2003” by Start Magazine***

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***Foxborough, MA July 7, 2003*** — ICONICS has been recognized by Start Magazine, “The Voice of the Manufacturing Executives,” as a winner of its Sixth Annual Hottest Companies of the Year Awards in the July 2003 issue.

Start’s editorial team judged nearly 100 companies and selected 30 manufacturing solution providers as “Hot.” This distinction for the Hottest Companies Award was created for software and hardware vendors that have developed innovative applications or products for the manufacturing industry. Companies were judged on new product or service innovation, growth in their industry for the past three years, and how their product or service was unique in the manufacturing marketplace.

With the release of ICONICS' latest product, **ReportWorX™.NET**, as a new technology emerging on the plant floor, this product contributed to the innovation ICONICS is bringing to the manufacturing marketplace as a leader in Supervisory Control and Data Acquisition (SCADA) and Human Machine Interface (HMI) visualization software products. ReportWorX.NET is a reporting package that lets companies extract data from the plant floor and provide it to management for better decision making. Even though there are many reporting packages on the market, this newest generation provides greater flexibility by combining real-time data with historical data mined from plant or corporate databases.

ICONICS' growth over the past three years averaging 25% per year was exceptional compared with how the rest of the manufacturing industry was growing. This growth came about by the expansion of its distribution and Original Equipment Manufacturing (OEM) channels to try to take advantage of the investments ICONICS has made in research and development of its products.

What consistently stands out about ICONICS, states Start Magazine, is its embrace of emerging technology on the plant floor. In addition to its aggressive adoption of Web services through .NET, ICONICS also offers Web and wireless capabilities that put it on the leading edge. The fact that ICONICS continues to grow and build its customer base displays the importance that manufacturers place on the plant-floor technology.

“The editors of Start Magazine are very pleased to be able to recognize ICONICS for their achievements in delivering technology solutions to the manufacturing industry,” states Editor-in-Chief John Buell. “They have clearly demonstrated their ability to survive and thrive during a market that has been anything but hot.”

### **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](http://www.iconics.com).

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