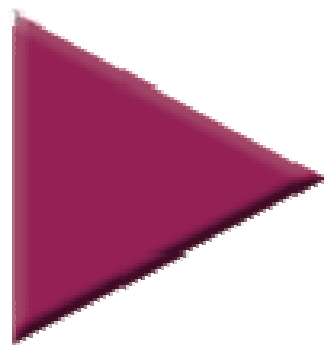


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ICONICS IS LARGEST GLOBAL INDEPENDENT SUPPLIER
OF HMI/SCADA SOLUTIONS

ICONICS is Largest Global Independent Supplier of HMI / SCADA Solutions

By Craig Resnick

Summary

Privately held, ICONICS is debt free and maintains a strong cash position, providing the company with the ability to remain independent, withstand economic downturns, make strategic acquisition as appropriate, devote substantial funds for research and new product development, and provide their customers with the security that ICONICS will be there well into the future.

ICONICS, a global provider of Web-enabled, OPC-based, HMI/SCADA visualization and manufacturing intelligence software based on Microsoft

Windows operating systems, achieved the largest global market share of any independent HMI/SCADA supplier, according to the latest ARC Advisory Group HMI Software Worldwide Outlook Report. ICONICS, with headquarters in Foxborough, Massachusetts (USA), near Boston, has offices throughout the United States as well as in The Netherlands, United

Kingdom, Australia, China, France, Italy, India and Germany. ICONICS also has a joint software development and sales office in the Czech Republic.

In its 23rd year, ICONICS is represented in over 60 countries, and has more than 250,000 product installations worldwide. ICONICS is a data visualization software company providing visualization of both real-time and historical data from the manufacturing floor to the enterprise. Privately held, ICONICS is debt free and maintains a strong cash position, providing the company with the ability to remain independent, withstand economic downturns, make strategic acquisition as appropriate, devote substantial funds for research and new product development, and provide their customers with the security that ICONICS will be there well into the future.

Windows 7 Certification Speaks To Microsoft Ties

ICONICS, A Microsoft Gold Certified Partner, was awarded the Microsoft's 2008 ISV Partner of the Year Award for the GENESIS64 HMI/SCADA suite. ICONICS products run on multiple Microsoft Windows platforms



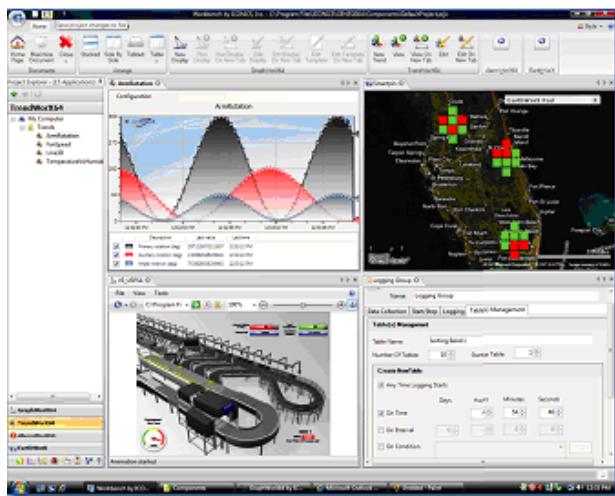
including Windows Server 2008, Windows Vista, Windows XP, Windows XP Professional x64, Windows 2000, Pocket PC, Embedded XP, Windows 2003 Server and Windows 2003 Server x64. As one of the early companies to have its solutions both 'Certified for Windows Server 2008' and 'Certified for Windows Vista', ICONICS felt that it was critical to its strategy to be an early recipient of Windows 7 certification, which it has achieved.

ICONICS' primary offerings are the GENESIS32 and GENESIS64 HMI/SCADA visualization suites for real-time manufacturing data, and its BizViz solution for bridging the plant floor to the enterprise through reporting, wireless, mobile, and data-mining portal technologies based on Microsoft .NET and SharePoint Server.

ICONICS sells equally in the process as well as the discrete markets, with

primary markets in automotive, building management, energy, food & beverage, oil, gas, & petrochemical, machine builders, pharmaceutical & biotech, security, water & Wastewater, utilities, and government infrastructures.

Target markets include HMI/SCADA, manufacturing intelligence, real-time data acquisition, and laboratory control, with focused efforts on OEM, distribution and large PC-based applications. The company holds several patents for its use of OPC data exchange.



ICONICS 3D Trends, Alarms and EarthWorX

The past 23 years have been witness to the acceptance of its flagship product, GENESIS32, a scalable suite of OPC Web-enabled HMI/SCADA applications. GENESIS32 is modular, and any component can be sold separately for a third-party solution or OEM applications. GENESIS32 was designed and based upon COM/DCOM, VBA and ActiveX technologies.

The company also entered the manufacturing intelligence and business visualization arena with its BizViz suite, recently releasing BizViz 9.13. ICONICS has recently introduced GENESIS64, a 64-bit-based version of its OPC-UA integrated, Web-enabled HMI/SCADA solutions. Also, GENESIS32 V9.1 introduced a calendar-based scheduling tool,

ScheduleWorX32; while BizViz V9.1 introduced Productivity and Alarm Analytics; and the Hyper Historian real-time data historian. Also recently introduced was GENESIS32 V9.13; GENESIS V8.05 and V8 Service Pack 3; ICONICS OPC-UA Server Library; and OPC ToolWorX 3.50.

ICONICS Differentiators

ICONICS was one of the first industrial automation software companies to take full advantage of the introduction of 64-bit processors and newly emerging 64-bit-based operating systems such as Microsoft Windows 7, Windows Vista and Windows Server 2008, and integrate their new capabilities into its GENESIS64 3D HMI/SCADA solution. In addition, ICONICS has utilized other emerging Microsoft technologies in its HMI/SCADA and business visualization software, including Microsoft Virtual Earth for GEO-SCADA capabilities.



ICONICS Mobile HMI

ICONICS also provides an embedded version of its GENESIS32 HMI/SCADA suite that can be utilized on embedded Microsoft operating system platforms. In addition, the company offers mobile/wireless solutions as well, including Pocket GENESIS mobile Pocket PC industrial software and Mobile HMI for Web browsers, mobile phones or PDAs. PanelWorX is an embedded solution for Windows CE panel

manufacturers. In addition, ICONICS' supports thin client applications with its WebHMI, Web-based offering. Customers of WebHMI can buy license packs that control the number of connections.

ICONICS derives about 30 percent of revenues from what it classifies as strategic OEMs. Some of the OEMs that brand label ICONICS modular and Web-enabled products are Johnson Controls for building controls and security systems; Endress+Hauser, which is sold as P View; Bristol Babcock; Mitsubishi Electric North America, which is sold under the MCWorX brand; Phoenix Contact, which is sold as PCWorX; Smar International, which is sold under the System 304 brand; Kuka Robots; Eaton/Cutler Hammer; and NOVAR.

ICONICS products are designed to be customizable using the ICONICS OEM Toolkit, which provides instructions and tools for updating registry entries, so that all products can have the OEM logo, splash screens, corporate messages and other OEM fields. ICONICS products, which are integrated into Microsoft Windows 7, Windows Server 2008, Windows Vista, Windows XP, Windows XP Professional x64, Windows 2000, Pocket PC, Embedded XP, Windows 2003 Server and Windows 2003 Server x64, were developed using Unicode to support international runtime language switching capabilities. ICONICS products are delivered in eight languages.

ICONICS is OPC to the Core



ICONICS is a charter member of the OPC Foundation (www.opcfoundation.org), an organization dedicated to "ensuring interoperability in automation by creating and maintaining open specifications that standardize the communication of acquired process data, alarm and event records, historical data, and batch data to multi-vendor enterprise systems and between production devices." ICONICS employees serve on The OPC Foundation board and committees and the company is a frequent contributor to the organization's standards and practices. ICONICS continues to play a vital role in the development of OPC Unified Architecture (OPC-UA) technology. GENESIS64 is "OPC-UA-to-the-Core", and ICONICS plans more OPC-UA-integrated solutions to follow, such as an OPC-UA toolkit for OPC-UA server development.

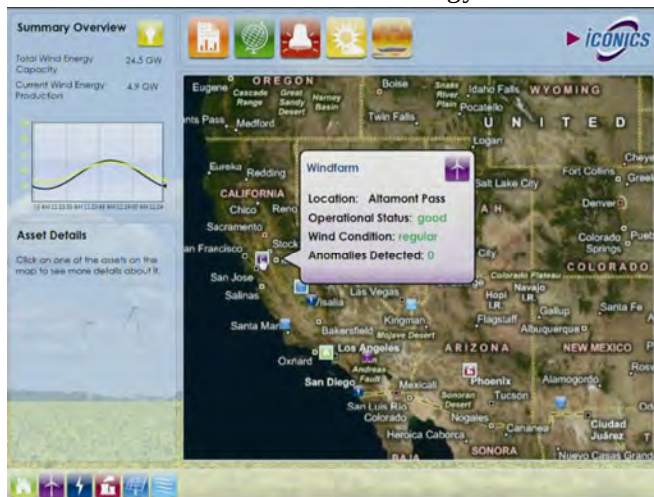
ICONICS provides products for the development of OPC servers, OPC clients and OPC-enabled ActiveX Controls. The company also provides toolkits for creating OPC redundant applications using any third-party OPC server. ICONICS also has built in OPC Tunneling in their solutions. Its OPC ToolWorX product enables development of OPC Data Access / OPC Alarm and Event servers using Plug and Play standard tools for Microsoft Windows. OPC ToolWorX-developed servers will pass OPC Foundation compliance tests.

An important part of ICONICS' HMI software product strategy is the ability to offer a "free single development system with many targets" approach. Utilizing a single development environment, OEMs and users can configure run-time applications for multiple Windows-based targets. Applications can also be published to Web servers, such as Microsoft IIS, providing a complete Web-based HMI/SCADA solution. Other targets

supported are Oracle, SQL, Access, MSDE databases, Web-integrated mobile phones, pop-up windows, marquees, embedded controls and browsers.

ICONICS Focus on Renewable Energy Solutions

There is an ever growing demand for end users and OEMs to implement their sustainability initiatives, including obtaining energy from renewable sources to meet future requirements. Driving forces for developing renewable energy consist of concerns for energy security, a global aversion to continued environmental degradation, and possible climate change. ICONICS strategy is to address the growing market created by the need for



ICONICS GEO SCADA Portal Image

renewable energy by releasing its GEO Productivity Portals. Built on Microsoft.NET technology and designed to leverage Windows 7 visualization capabilities, the GEO Productivity Portal solution targets complete operations of wind and solar farms. It leverages 3D graphics for visualizing the enterprise assets in real time with live data. This provides users with the ability to monitor and manage dispersed assets from any global remote location by using standard desktops, laptops, or PDA devices. It provides energy

analytics, data historians and reports designed for specific applications such as wind farm management; offers GEO SCADA, with updates for integrating metrological information; features alarm management with instant alerts; and provides standards-based OPC Connectivity.

ICONICS is also pursuing sustainability, energy management, and emissions tracking with an Energy Analytics tool, gauging energy use throughout a facility. ICONICS sees potential for these energy usage and GEO SCADA solutions throughout all verticals, presenting a considerable opportunity for future HMI/SCADA software growth.

In Summary, ICONICS Well Poised for Future Growth

ICONICS should be in good position to ride the momentum of the upcoming release of the Microsoft Windows 7 operating system, one which should drive many end users and OEMs to not only migrate to from

Windows Vista, but also those who held out on migrating to Vista and are still using Microsoft Windows XP. The combination of end users and OEMs waiting for the release of Windows 7 to upgrade their software solutions, along with the beginnings of an emergence from a global recession, creates a scenario where there is a significant pent-up demand in the marketplace that should bode well for ICONICS with its GENESIS64 3D HMI/SCADA solutions as well as its BizViz manufacturing intelligence, business visualization suite. ICONICS can also ride the momentum created as end users and OEMs begin to adopt OPC-UA for open connectivity solutions of the plant floor to the enterprise.



ICONICS should work with their established installed base of GENESIS32 users to ensure that migration to GENESIS64 and Windows 7 is painless, as providing this peace of mind to their customers will accelerate the transformation process, as well as providing their customers with additional protection from vulnerabilities and security risks. End users and OEMs that are still using Microsoft XP and legacy Microsoft operating systems such as NT and 2000 need to upgrade to Windows 7 solutions at a minimum to protect from vulnerabilities and security risks, in which the elimination of one security incident would provide an immediate return on investment from the cost of the upgrade.

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ICONICS should leveraging its ability to visualize and report data and information that will have the most affect on end users and OEMs profitability and asset utilization to help their customers financially justify both current and future projects.

profitability and asset utilization to help their customers financially justify both current and future projects. End users and OEMs are seeking return on investments and return on assets in shorter and shorter periods of time, often with less than a year for payback. If

ICONICS can be successful in presenting the business justification, then it will be ensured of much sales success with its latest offerings.

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WHY CHOOSE ICONICS?

ICONICS, Inc. is a leading provider of award-winning enterprise Manufacturing intelligence and automation software solutions and implementation services. **ICONICS** solutions deliver real-time visibility into all enterprise operations and systems, helping companies to be more profitable, more agile and more efficient. **ICONICS** products have delivered value within over 250,000 installations worldwide and have been chosen by more than 70% of the Fortune 1000.

