



PRESS RELEASE

For Immediate Release

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ICONICS Next Generation Products Based on OPC-UA

ICONICS Product Suites Integrate OPC-UA to the Core Technology

Boston, MA, ARC Forum - June 27, 2006 — **ICONICS**, celebrating 20 years of providing Web-enabled, OPC-based, HMI/SCADA Visualization and Manufacturing Intelligence software for Microsoft Windows operating systems, today announced official support for the OPC Unified Architecture (UA) Standard. The award-winning HMI/SCADA suite, GENESIS32™ V9, and the Microsoft .NET-based Manufacturing Intelligence suite, BizVizV9, will offer complete support for the OPC-UA. The OPC-UA standard offers a common data model and device communication platform for plant to enterprise data connectivity by leveraging the power of Microsoft .NET and Web services.

OPC-UA is a robust, secure and scalable expansion of the highly successful basic COM/DCOM-based OPC standard communication protocol. OPC-UA allows the interoperability of best-of-breed real-time, alarm management and historian systems. This allows for a standard model of plant floor integration with the enterprise. Any plant system that is currently using OPC communications can easily add OPC-UA applications to their existing system, giving them the added value of Web services that allow for more enterprise connectivity.

“Adding OPC-UA connectivity to all ICONICS solutions gives our users the most reliable, secure and scalable open standard communication model available for plant connectivity,” states Russ Agrusa, President and CEO of ICONICS. “We are excited to be one of the first to offer OPC-UA across the boards in all ICONICS solutions.”

ICONICS is a charter member of the OPC foundation and played a key role in developing the OPC-UA specification. ICONICS president and CEO Russ Agrusa is an OPC Foundation Board

Member as well as the Marketing Chairman and Director, leading the Foundation's efforts in marketing OPC technology and generating new members. ICONICS was first to introduce a OPC production-grade toolkit to the market, and more than 300 companies depend on ICONICS for their OPC toolkit today.

“ICONICS is a leading provider and early adopter of OPC–based solutions and consistently demonstrates their commitment to the OPC Foundation,” states Tom Burke President of the OPC Foundation. “I am pleased to see that ICONICS is leading the OPC-UA adoption with full support of OPC-UA in their flagship software suites.”

Using OPC, the real-time Plug-and-Play standard that is dedicated to interoperability in automation, makes visualizing and integrating plant information easy. OPC is at the core of all ICONICS products.

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About ICONICS

Founded in 1986, ICONICS is a leader in the development of Web-enabled industrial automation and manufacturing intelligence 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, XP Professional x64, Windows 2000, Microsoft Windows Server 2003 and Windows Server 2003 x64. Pocket GENESIS™ for Windows CE and Pocket PC was built from the ground up based on ICONICS' OPC-To-The-Core™ framework. BizViz™ is a suite of manufacturing and business intelligence products, which bridge the gap between manufacturing and corporate business information systems. BizViz is designed around Microsoft .NET technology and Microsoft SharePoint Services.. ICONICS also 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 a Microsoft Gold Certified partner represented in over 60 countries, and has more than 200,000 product installations worldwide. For more information contact ICONICS at (508) 543-8600, or visit us online at www.iconics.com.

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