



THE **ICON**

Issue 2 - Summer 2007

Blazing New Trails with Microsoft



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From the Desk of

Russ Agrusa
President & CEO
ICONICS

Earlier this year, I was very pleased to receive the 2007 Trailblazer of the Year Award from Microsoft (see the article on the next page for more details). This recent honor made me reflect on how many technical innovations we have made over the past 20 years. From the early DOS-based beginnings to the emergence of 32-bit computing and through multiple releases of the Windows® operating system, ICONICS has always been in lockstep with Microsoft.

ICONICS has been very aggressive in supporting Microsoft's latest operating system, Windows Vista™, as well as the new 2007 Microsoft Office System. We were part of the early Vista adopter program, determining what new features could best be utilized within automation. Once Windows Vista launched in January, we made sure customers knew our core products, GENESIS32™ HMI/SCADA and BizViz™ manufacturing intelligence/business visualization suites, were Windows Vista certified.

Now, ICONICS is ready for the next revolution in industrial automation software, the adoption of 64-bit computing. It's forecast that, within a year, 64-bit servers will be the only ones available. Within 24 months, 64-bit will be the only choice for desktops and workstations. The transition from 32-bit to 64-bit computing will be an exciting journey. Aided by exciting new software technologies, databases and state of the art industrial automation software, a whole new set of applications will take maximum advantage of the boost in raw computing power.

ICONICS will be ready. Will *you?*

New Embedded, Pocket Solutions Released

Embedded GENESIS32 V9 Released

Embedded GENESIS32™ is the industry's first and most capable toolkit for the assembly of OPC, SNMP, Web-enabled HMI and SCADA embedded applications of any footprint. Designed from the ground up on Microsoft Windows XP, the software contains the same multiple new features found in the standard GENESIS32 HMI/SCADA suite.



Embedded GENESIS32's highly configurable set of components can be easily packaged for embedded solutions addressing small to large systems. Users can install only what is required, delivering custom-made solutions for varied applications that are right-sized, robust, secure and standards-based.

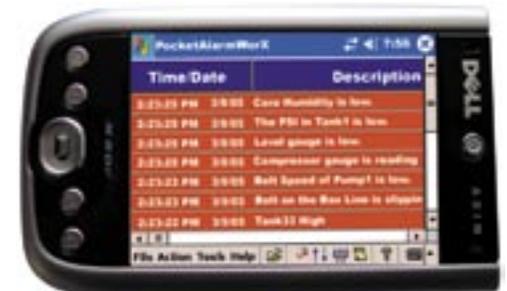
Embedded GENESIS32 makes it easy to connect to multiple data sources. The GENESIS family of products performs as both a data collector and data provider, with very little development effort required, in common business scenarios such as IT system monitoring via SNMP, plant floor infrastructure communication over OPC, enterprise-wide business intelligence/operations support utilizing large database solutions (SAP, Oracle, MS SQL, etc.) or real-time intelligent data mining.

The GENESIS suite of process management and control applications can be deployed on Embedded Windows XP and NT, Windows Mobile and CE systems, Windows Vista, XP Professional, Windows 2000, Windows Server 2003 and Windows Server 2000.

Pocket GENESIS V9 Unleashed

Pocket GENESIS™ is the first and most complete suite of robust automation tools for Microsoft Windows Mobile and PocketPC Personal Data Assistants (PDA), smart phones or data collection devices. Users can visualize the enterprise from popular handheld devices with a custom Human Machine Interface (HMI) connecting to SCADA servers on desktops or servers.

Pocket GENESIS can network via the Web, corporate intranet or wirelessly with virtually any enterprise productivity application. It's also fully compliant with the latest OPC specifications for Data Access, Alarm and Events, and Historical Data Access and integrates with any vendor's open standards-compliant system.



Pocket GENESIS V9 offers improved performance and new features, including:

- Windows Mobile 2005/Pocket PC 2003 compatibility
- Visual Studio 5 integration
- Unified Data Manager
- Client-side global element monitoring
- Pocket Recipe support
- SNMP tag support for client-side SNMP data monitoring
- OPC Tunneling support
- Client-side support for DataWorX32 Redundancy
- Application version monitoring
- Pocket AlarmWorX™ V9 support of Custom Command Servers.

ICONICS Wins Microsoft ISV Trailblazer Partner of the Year Award

Noted for Windows Vista and Office 2007 System Innovations

ICONICS recently received the Microsoft ISV 2007 Trailblazer Partner of the Year Award. The award was presented to ICONICS President and CEO Russ Agrusa by Larry Gregory, Director of ISV Partners at Microsoft, during the recent Independent Software Vendor (ISV) Chief Technical Officer (CTO) Meeting held at the Microsoft world headquarter complex in Redmond, WA. The Trailblazer award is meant to highlight an ISV that has highly leveraged the Microsoft Partner Program to create a pioneering solution based on their participation in a Rhythm this past year.



Russ Agrusa receives the 2007 Trailblazer Award from Microsoft U.S. Partner Group Manager Gary Urquhart (center) and Director of ISV Partners Larry Gregory.

In January, ICONICS announced its GENESIS32™ OPC Web-enabled HMI/SCADA and BizViz™ Manufacturing Intelligence/Business Visualization suites as being "Ready for Windows® Vista™". Windows Vista increases productivity and drives business success by improving security and compliance, optimizing desktop infrastructure, finding and making better use of information and enabling the mobile workforce. ICONICS software solutions work in unison with Microsoft technologies to provide further industrial automation benefits.

"ICONICS is honored to be considered a Microsoft ISV Trailblazer Partner," Agrusa said. "Such



recognition reinforces our direction of integrating ICONICS and Microsoft solutions for the benefit of our shared manufacturing customers. I look forward to achieving more breakthroughs, and meeting more customer expectations, as a result of this continuing relationship."

ICONICS solutions, coupled with Microsoft technologies including Windows Vista, 2007 Office System and SharePoint Server 2007, will enable customers to take advantage of key features such as Visualization, Gadgets, Security, Search & Organize and Workflow integration.

Recent shared efforts between the two companies include ICONICS' participation in recent Windows Vista/2007 Office System launch activities in multiple locations, a seminar series held in many Microsoft sponsored locations worldwide, and a recent print advertorial in *The Wall Street Journal*, where ICONICS is counted among Microsoft's "Constellation of Partners".

In addition, ICONICS was recently featured in a Microsoft Windows Vista

"...for utilizing Microsoft's evangelism, business development and marketing resources to deliver innovative Windows Vista and 2007 Office System solutions..."

Gary Urquhart,
General Manager, ISV Partners
Microsoft



Customer Solution Case Study entitled "Windows Vista Technologies Enhance HMI/SCADA Visualization Products" now available on ICONICS' Web site.

"We are pleased to honor ICONICS with the Trailblazer Award for utilizing Microsoft's evangelism, business development, and marketing resources to deliver innovative Windows Vista and 2007 Office System solutions to the marketplace," said Greg Urquhart, General Manager, ISV Partners at Microsoft Corporation.

Microsoft
GOLD CERTIFIED
Partner

2007 ISV/SOFTWARE SOLUTIONS
PARTNER OF THE YEAR-FINALIST

ICONICS has also recently been selected as a 2007 Microsoft Partner Program Award Finalist (its fourth nomination in three consecutive years) in the ISV/Software Solutions Category. The company was previously named a Sales and Marketing Partner of the Year Finalist (ISV/Software Solutions) in 2006 and a Technology Innovation Partner of the Year Finalist (Business Intelligence Solutions) in 2005.

GENESIS32 Transitions Utility Company for the Next Generation

AmerenUE (Callaway Plant)
Fulton, MO



AmerenUE, Missouri's largest electric utility, provides energy services to approximately 1.2 million customers across central and eastern Missouri, including the greater St. Louis area. AmerenUE serves 65 Missouri counties and 500 towns. More than half (55 percent) of AmerenUE's electric customers are located in the St. Louis metropolitan area. Its Callaway Nuclear Power Plant in Fulton has an 1100 megawatt capacity.

AmerenUE uses ICONICS' GENESIS32™ Enterprise Edition HMI/SCADA application; WebHMI™ Web-based, real-time automation software; and the AlarmWorX™32 distributed enterprise-wide alarm and events management system.

AmerenUE needed a replacement for a legacy solution. After careful consideration and evaluation, ICONICS GENESIS32 was selected. GENESIS32 is currently used to provide remote access to inline chemistry analyzer readings (both numerical output and trend graphs). AlarmWorX provides paging alerts to alarm conditions.

Currently, all the databases and ICONICS applications are accessible from a single Web page. This removed



AmerenUE's Callaway Nuclear Power Plant in Fulton, Missouri

"We are very pleased with the ease of use and wide accessibility that ICONICS software provides. The technical support has also been absolutely outstanding."

Robert Kelley,
Chemistry Supervisor
AmerenUE

the database from the plant mainframe (supporting a plant goal of eliminating the mainframe). It also allows for access of live chemistry data to all plant personnel. Prior to this, live chemistry data was only accessible on a few PCs that had the legacy software installed.



A Plant Control Room

In replacing the existing system, AmerenUE sought specific features for their HMI/SCADA solution, including:

- Access to real-time data
- Pager alarm notification
- Remote accessibility
- Single Web page views

The implementation of ICONICS GENESIS32 system has furthered AmerenUE employees' access and use of its chemistry data. ICONICS had previously been known to AmerenUE solely for its AlarmWorX software. GENESIS32 has met the utility's expectations to the point where they are interested in the suite's expanding capabilities.

Integration with AmerenUE's existing



Refueling Machine Controls

systems, including Honeywell Micromax2 controls and Microsoft applications (Windows® 2000, Windows 2000 Server, Office 2000. SQL, Access), is seamless. Freed from the mainframe thanks to ICONICS WebHMI, AmerenUE's chemistry technicians are now able to maintain the system remotely.

Set on its mission of providing energy to its million-plus customers, AmerenUE and its Callaway Plant needed a partner to meet its HMI/SCADA needs quickly, seamlessly, and cost-effectively. ICONICS, with its award-winning GENESIS32, fulfilled those needs, fulfilling its promise of "Web automation at your fingertips".

HAVE YOUR OWN ICONICS STORY TO TELL?

We're looking for success stories where ICONICS software solutions have contributed towards achieving operational excellence, much like the company featured on this page.

Have we helped you "Visualize Your Enterprise"? If so, we'd like to hear about it and so would thousands of other ICONICS customers and partners.

If interested, drop us a line via email (Subject: ICONICS Success Story) to info@iconics.com.



GENESIS32 V9.01 Now Shipping

GENESIS32™ V9.01 provides easy and reliable integration of information from the most popular communication infrastructures. Several new products have been introduced, including new DataWorX™32 Redundancy, OPC Tunneling, MonitorWorX™32 and Unified Data Manager. The existing V9 suite and subsequent V9.01 upgrade provide several important features and exciting products including the latest DataWorX32 with patented OPC Aggregation and greater OPC Compliance.



The Unified Data Manager provides time saving features during project engineering and centralizes Expressions, Recipes, Schedules and Group Tag functions. The Recipe Management System provides complete recipe management flexibility. Enterprise connectivity has been expanded with enhanced Data Mining control with KPI capabilities and optional SAP Data Connector. MonitorWorX32 provides centralized runtime diagnostics and analysis. New ScriptWorX™ 2006 provides a powerful multithreading VBA capability and now runs as an NT service. Built-in SNMP support makes it possible to integrate OPC manufacturing data with network IT information.

GENESIS64: The Power of 'OPC-to-the-Core'

Showcases 64-bit Computing, Windows Vista Integration

OPC-to-the-Core Pedigree

ICONICS recognized early that OPC was integral to the future of Plug and Play software components and produced the first commercially available "OPC-to-the-Core" based HMI/SCADA visualization products. The GENESIS32™ suite of visualization products was created to take maximum advantage of OPC.

ICONICS is a leader in OPC Unified Architecture (UA) development, resulting in being one of the first companies to offer OPC-UA standard-based solutions. Both GENESIS32 V9 and BizViz™ V9 suites offer complete support for OPC. 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.

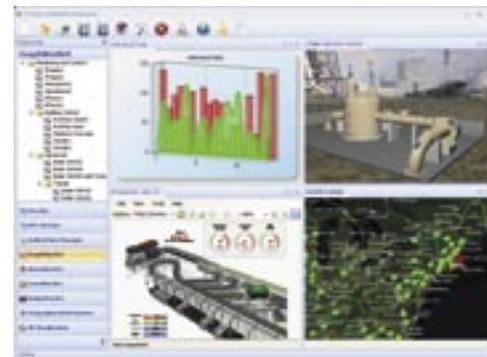


OPC-UA is a robust, secure and scalable expansion of the highly successful basic COM/DCOM-based OPC standard communication protocol. It allows the interoperability of best-of-breed real-time, alarm management and historian systems. This allows for a standard model of plant floor integration with the 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.

Next Generation: GENESIS64

ICONICS' new GENESIS64™ suite, planned for release in late 2007, will also be "OPC-UA-to-the-Core", and include several solutions that allow for connectivity from the plant floor to corporate business systems. Designed from the ground

up to take maximum advantage of Microsoft's Windows® Vista™ and SharePoint technology, GENESIS64 includes a series of automation-centric Microsoft Gadgets, designed to run in the Windows Vista Sidebar. Windows Presentation Foundation (WPF) and XAML are widely used to provide real-time visualization of plant manufacturing and business intelligence information. ICONICS' new software also takes advantage of the Ribbons found throughout Microsoft Windows Vista and within other integrated applications such as Microsoft Office. Users can quickly browse through galleries that provide a rich preview of available actions.



GENESIS64 Workbench Runs in Microsoft Windows Internet Explorer.

GENESIS64 also takes advantage of state-of-the-art graphic hardware acceleration through DirectX10, powered by Windows Vista. GENESIS64, integrated with the Windows Presentation Foundation, provides users with a compelling 3D view of their plant operations. It also integrates with Windows Vista Search and Organize technology to help users organize documents and project files in order to quickly find needed information.

GENESIS64 integrates with Microsoft Virtual Earth to provide geographical, spacial business/manufacturing intelligence information by associating KPIs with specific geographical locations.

Are YOU ready for the next generation in software automation?

GENESIS32 a Solid Solution for Czech Steel Plate Manufacturer

Vitkovice Steel, a.s.
Ostrava, Czech Republic



Vitkovice Steel, a.s., a member of the Evraz Group S.A., is a leading European manufacturer of rolled steel products. The company's main product mix consists of plates, sections, sheet piles, and flame-cut shapes. The largest steel plate manufacturer in the Czech Republic, located in the city of Ostrava in the Moravia region, Vitkovice Steel produced 802,000 tons of steel products in 2005, mostly high-quality steel plates.

Vitkovice Steel selected ICONICS GENESIS32™ OPC Web-enabled HMI/SCADA suite, including AlarmWorX™32 distributed, enterprise-wide alarm and events management system.

Vitkovice Steel needed to replace a production monitoring system from the late 1980's, in addition to control systems based on obsolete regional computer technology (PPC-4). The company, working with systems integrator Real Time Software (R.T.S. c.s., spol. s.r.o.), selected a system based on ICONICS GENESIS32 integrated with Oracle databases.

The new Plate Mill Coordination System, "KSUP", was gradually phased in, eventually replacing the former,



Roll Transporter System Monitor

out-of-date management execution system and the control systems of key production aggregates (units of 3.5 meter, four-high Rolling Mill). The key units contain lengthwise trimming and cutting power slitters/shears, two cross-cutting power shears and roll transporters.

The GENESIS32 software suite is used for the automatic monitoring of material moving on roll-transporters as well as of material stored in piles. Operators at service boxes are automatically supplied with all necessary information needed to process the material. The complete production settings are also automatically passed on to the appropriate production aggregates.



3.5 Meter Four-High Rolling Mill

The system picks the overall production settings from the superior PPS system. The KSUP system automatically registers all the key parameters of individual production operations and stores them in the Oracle database. In addition, all alarm and event messages are posted and archived, using AlarmWorX32.

Vitkovice Steel selected ICONICS solutions because they meet specific criteria, including:

- Low Total Cost of Ownership
- Connectivity to Oracle software
- Easy Application Development

The steel manufacturer is pleased by their selection, as it meets their high availability, 24x7, requirements, as well as scales to the needs of over 150



Manufacturing Monitor Screen

users. With their new ICONICS system, Vitkovice Steel is able to replace older equipment in order to guarantee related maintenance and service. They're able to respond, with greater flexibility, to user requests in regards to varying production patterns.

Integration with existing systems, including Siemens Simatic S7 PLCs, Oracle 9.2 data base, UZ line-over databases, stampers in hot or cold conditions (3964R), and paint stampers is seamless. The ICONICS solutions also connect easily to the company's existing Microsoft products, including Windows® 2003 Server, Windows 2000 and XP clients, Microsoft Office and SQL databases.



Newly Rolled Steel

When Vitkovice Steel was faced with aging equipment and needed fast, reliable replacement, they immediately considered ICONICS. With existing systems to consider, ICONICS was certain to be the right fit, so much so that Vitkovice Steel is considering additional solutions for "fast and easy integration of new production aggregates".

BizViz: Leveraging SharePoint to Strengthen Your Advantage

BizViz™ is ICONICS' manufacturing intelligence and business visualization suite. The latest V9 edition of the software empowers decision makers at all levels of the enterprise with real-time and accurate information.

This helps to drive global operational efficiency and strengthen competitive market advantage.



BizViz provides real-time data aggregation, enables connectivity to multiple data sources, establishes manufacturing context with KPIs, and delivers manufacturing intelligence to the entire organization. BizViz bridges the gap between manufacturing and corporate business information systems. Its core is its data-mining and analytics capabilities, Web portal and digital dashboard technologies, as well as extensive connectivity to plant and corporate IT systems.

PortalWorX™ - a major component of BizViz, allows users to design, develop, and deploy portals and dashboards to effectively visualize vast amounts of available manufacturing and business information. PortalWorX is based on Windows SharePoint Services, with built-in Web services to enhance the user experience — from native single sign-on to interactive HMI visualization.

Users can share and collaborate with all types of information including events, calendars, Web links, real-time data, discussions, surveys and more. In addition to the numerous standard Web parts from Microsoft, PortalWorX comes with an extensive set of ready-to-use, manufacturing-focused Web parts for visualization, reporting, data access and operations.

Features Include:

Enhanced Administration Interface

- Ability to add ICONICS Web parts to existing SharePoint sites
- More intuitive user interface
- Improved single sign-on capability
- Better localization and OEM support
- Simple, fast sample portal installation

New Web Parts

- Navigation Tree Web Part
- Charting Web Part
- Slide Show & Carousel Web Parts

Web Part Enhancements

- Web part refresh
- Backwards compatibility with previous versions of WebHMI
- Faster page rendering

BizViz Manufacturing Intelligence and Business Visualization makes it easier to share information "from shop floor to top floor."

PortalWorX, with its SharePoint backbone, is just one aspect of ICONICS' BizViz suite, which is also comprised of:

ReportWorX™ - a powerful, advanced reporting tool base on Excel. ReportWorX is easy to learn, quick to apply and can integrate information from any data source, including popular HMI, SCADA, MES and control systems. Connect to real-time OPC data as well as databases such as SQL, Oracle, SAP, AspenTech, OSI PI and more.

Alarm Analytics™ - providing rapid analysis, visualization, reporting and management of alarms, implementing



Alarm Analytics results in improved plant reliability, faster response times and deeper process understanding. Operators improve efficiency by uncovering unusual alarm patterns, events and response times via this OSHA-/EEMUA-compliant tool.

BridgeWorX™ - the real-time workflow tool, BridgeWorX performs efficient data exchange to and from any database or data source. Schedule secure transactions with real-time or historical data to support more informed and accurate decision-making across the enterprise.

MobileHMI™ - the first product to integrate the Plug and Play OPC software automation standard with Web-enabled wireless phone technology, MobileHMI is the ideal solution for applications requiring unattended maintenance and/or remote operations. Take advantage of your existing mobile communications infrastructure to access business, plant floor and production information.

For more information on this or any of ICONICS' automation software solutions, visit us online at:

www.iconics.com

BizViz bridges the gap between manufacturing and corporate business information systems.

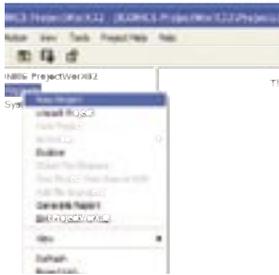
Using Global Find/Replace in GENESIS32

Did you know that you could execute a find/replace action across all GENESIS32 configurations and displays at once? If you are not already using ProjectWorX™32, you need to create a new project, add all of your configurations and displays to it, then use the Global Find/Replace function.

Here's a list of steps:

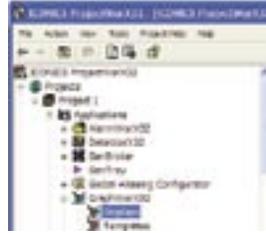
1. Open ProjectWorX32 by going to Start -> Programs -> ICONICS GENESIS-32 -> ProjectWorX32.

2. If you do not already have a project, create one by right-clicking on Projects and selecting New Project.



3. Expand your project (named "Project 1" by default) -> Applications, and select the item that represents the program files you want to add. For example, if you want to add GraphWorX™32 displays to a project

named "Project 1", expand Projects -> Project 1 -> GraphWorX32 -> Displays. If you would like to add OPC Server configurations, expand the OPC Servers branch of the tree instead of Applications.



4. Right-click in the area on the right and select Add Display (the word "Display" may be replaced by a more appropriate name for different types of files). Browse for the file or files you wish to add to the project. You may simply add a reference to your files (leaving them in their original locations) or you may have ProjectWorX32 create a copy of them in the Projects directory. Adding a reference would be best if you would like to only use ProjectWorX32 for the Find & Replace functionality instead of using ProjectWorX32 to store and manage your files.

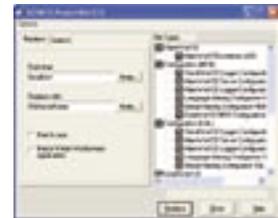
5. Repeat steps 4-5 for every type of file you would like to add to your project. Files

that do not have a matching application in the tree can be added to Applications -> My Files.



6. Once all the files are added, right-click on the project name and select Global Find/Replace.

7. In the next dialog, choose your search and replace options and check the file types where you want the replace to happen (they are all checked by default). When you have everything set up appropriately, click Replace and ProjectWorX32 will perform the search and replace action on all of your files at once.



UPCOMING EVENTS & SPECIALS

Training Classes

USA (Foxborough, MA)

Aug. 6-10	GENESIS32 Accelerated
Sept. 10-14	GENESIS32/BizViz Suite
Sept. 17-20	GENESIS32 Advanced
Oct. 8-12	GENESIS32 Accelerated
Oct. 15-17	BizViz Suite
Oct. 23-25	OPC ToolWorX

International (Plzen, Czech Republic)

Aug 15-17	BizViz Suite
Sept. 10-14	GENESIS32 Accelerated
Oct. 15-17	BizViz Suite
Nov. 12-16	GENESIS32 Accelerated
Dec. 3-5	BizViz Suite

For the complete schedule, go to:
www.iconics.com/training.

ICONICS Specials

Through November 30, 2007

- Buy a Version 9 BizViz Enterprise product between July 1 and November 30, 2007 and get SAP Connector for half price. Use Product Code "BIZVIZCNX" when redeeming offer.
- Buy a Version 9 Alarm Analytics™ component between July 1 and November 30, 2007 and receive a FREE Alarm Analytics training at an official ICONICS training facility. Training must be completed by February 28, 2008. Use Product Code "AAV9TRAIN" when redeeming offer.

E-mail orders@iconics.com for more info.

Industry Events

- **AutoTech 2007**
August 21-22
Novi, MI
- **go.automation technology**
September 4-7
Basel, Switzerland
- **ISA Expo 2007**
October 2-4
Houston, TX
- **WEFTEC '07**
October 13-17
San Diego, CA
- **APICS Int'l Conference & Expo**
October 21-23
Denver, CO

For details, go to:
www.iconics.com/events.