

Solutions

- Building Automation
- Energy Management
- Enterprise Manufacturing Intelligence (EMI)
- GEO SCADA
- Human Machine Interface (HMI)
- Manufacturing Execution Systems (MES)
- Manufacturing Productivity
- Multimedia Alarming
- Original Equipment Manufacturer (OEM)
- Overall Equipment Effectiveness (OEE)
- SCADA
- Sustainability



Industries

Food and	Automotive	Utilities and Energy	
Water and	Building Automation	Oil and Gas	Pharmaceutical
	Renewable Energy	Government	Manufacturing

Products

64-Bit	32-Bit	Manufacturing Intelligence
GENESIS64™	GENESIS32™	BizViz
GraphWorX64™	AlarmWorX32™	Alarm Analytics™
AlarmWorX64™	AlarmWorX32	BridgeWorX™
TrendWorX64™		Productivity Analytics™
EarthWorX™	DataWorX32™	ReportWorX™
AssetWorX™	GraphWorX32™	
GridWorX™	ProjectWorX32™	
Workbench	ScriptWorX32™	
FDDWorX™	Security Server	
	ScheduleWorX32™	
	TrendWorX32™	
	VCRWorX32™	
OPC Connectivity		
	DataWorX32™	Web Solutions
	OPC Server List	MobileHMI™
	OPC ToolWorX™	Pocket GENESIS™
	Free OPC Tools	PortalWorX™
		Terminal Services
		WebHMI™
Historians	Embedded Series	AnalytiX
Hyper Historian™	Embedded	Energy AnalytiX
TrendWorX64™		Facility AnalytiX
TrendWorX32™	MachineWorX™	Productivity Analytics™
		Alarm Analytics™

Support

Support

- Quality Services
- SupportWorX
- Knowledgebase
- Customer Connection
- OPC Resources
- Hot Fixes
- Security Updates
- License Product

Industrial Automation Software

With a wide range of industrial automation software solutions, we are committed to helping you "Visualize Your Enterprise." For plant visualization and control, ICONICS offers GENESIS64™ OPC Web-based HMI/SCADA suite for 64-bit computing systems, and GENESIS32™ for 32-bit environments. For business visualization and manufacturing intelligence, ICONICS provides the BizViz™ suite. Whether your application need is desktop, server or Web-based, or requires wireless, mobile or multimedia integration, ICONICS has the solution to help you improve productivity and reduce operating costs.



Our GENESIS64™, Energy AnalytiX® and Facility AnalytiX® products and recent application at several important customers helped achieve this award.

- Review the latest White Papers and Product Brochures
- Review the New Product Briefs for GENESIS64, MobileHMI™, Energy AnalytiX, Facility AnalytiX and Hyper Historian
- Review the over 160 updated application notes
- Try out the new GenDemo and explore the many 2D and 3D examples
- See the latest literature and product materials
- Check out our new Product Videos

See our new Web site on Energy and Sustainability at <http://www.iconics.com/Sustainability>.

I. GENESIS64™ Version 10.7 Product DVD



The **GENESIS64™ Automation Suite** is the industry's most advanced Web-enabled 64-bit, HMI/SCADA solution. GENESIS64 was designed for the largest, most demanding SCADA applications yet is simple and cost effective to implement small machine HMI projects.

This new release of GENESIS64 v10.7 has hundreds of improvements in our core HMI/SCADA capabilities with many new innovative and customer requested features. A great effort was made to increase overall engineering productivity with new Commanding, BACnet BTL Certification and instant real time dashboarding technology with PortalWorX. A significant effort was made to make the V10.7 product the most tested and highest quality product ever.

GENESIS64 v10.7 now includes several important new industry leading and megatrend setting capabilities not found in any other HMI/SCADA and visualization product. GENESIS64 includes the following NEW groundbreaking functions:

- **AssetWorX™ - An S95 Intelligent Asset Technology.** Users can now define any data as properties of assets and apply sophisticated intelligence to assets. Assets can be defined and organized to represent any item of equipment or operation. AssetWorX™ significantly decreases the engineering time needed to implement any solution and the intuitive S95 Asset Navigator provides simple and rapid navigation to items of interest for even the largest projects with millions of assets.
- **FDDWorX™ - A Fault Detection and Diagnostics Technology - Built-in advanced algorithms** analyze, detect and predict equipment and efficiency faults. When faults do occur, the system provides a list of monetized probable causes with associated probabilities.
- **PortalWorX-SL™ - A new integrated Dashboard Technology.** Users can easily combine and configure HMI graphic displays, trending, alarming, data grids and other Web Parts into a role-based dashboard. Other Web Parts, such as Energy AnalytiX® and Facility AnalytiX® views, as well as Internet Explorer Web pages, can also be combined into a new frame-based runtime and roles-based portal. Run PortalWorX dashboards in any popular Web browser, including; Google Chrome, Apple Safari, Internet Explorer and many others.
- **Commanding – Application and Custom Commanding.** ICONICS strives to make its products easy to use and, in many cases, scripting is not required. Now, with the new command architecture, the need for scripts is greatly reduced. Select from over 100 included standard commands or build your own reusable customer commands. Commanding is now integrated into the core of all ICONICS products, including GENESIS64, AnalytiX and Hyper Historian.
- **BACnet Certification - GENESIS64 and its Platform Services** have been certified by the BACnet Testing Laboratory (BTL) to the highest level of BACnet compliance, known as the B-AWS profile. The GENESIS64 automation suite is the first and only 64-bit product to achieve this important product listing and having this certification will ensure interoperability with other BACnet certified hardware and products well into the future.
- **High Availability with Redundancy - GENESIS64** has built-in native redundancy and is the industry's easiest HMI/SCADA software to set up and configure. New capabilities help make monitoring of redundant graphics, alarm and historian application servers simple. Automatic and manual redundancy switchover has been improved and the new redundancy optional feature is ideal for large mission critical applications. Few competitors have native redundancy and usually require hardware or massive scripting.
- **New GenDemo, Symbol Library – GENESIS64** contains a completely updated GenDemo for presentation purposes. Explore the new GenDemo and learn all the new features of the GENESIS64 HMI /SCADA product, as well as other new version 10.7 products. Thousands of

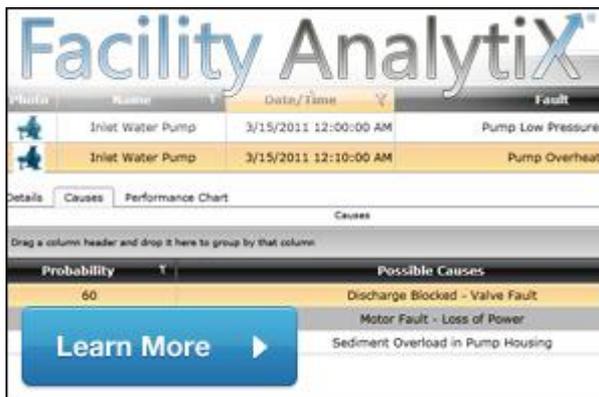
new and updated time saving 2D and 3D GraphWorX64 symbols are available for instant use and are part of the 10.7 release. The new symbols have been organized to reduce the time it takes to search and deploy them in applications.

Other Recently Released Products:

II. AnalytiX Version 10.7 Product DVD



Energy AnalytiX[®] version 10.7 provides cost, consumption and carbon dashboards, reports and analysis of any industrial or commercial operation. With this release, many new enhancements have extended the initial release with new advanced historian capabilities. The new integrated historian provides high resolution energy data recording and can also support third-party historians so that previous energy recordings can be automatically merged. Other new features include; improved ease of use, security and calculation roll-ups, as well as new energy and carbon expression calculations.



Facility AnalytiX[®] version 10.7 is a predictive Fault Detection and Diagnostics Solution for any commercial and industrial application. The built-in rules-based expression engine helps analyze, detect and predict equipment and efficiency faults. When faults do occur, the system provides a list of monetized probable causes with associated probabilities.



MobileHMI[™] version 10.7 utilizes the rich features of the Windows Phone 7[®] platform and allows mobile workforces to view real-time visualization and HMI screens, assets and monitor alarms from anywhere and at any time. MobileHMI[™] v10.7 now includes support for Windows Phone 7.5, which includes Multi-Tile and Deep Linking support, which allows users to “pin” any of the MobileHMI applications such as the AlarmWorX[™]64 and GraphWorX[™]64 screens or the Asset Catalog to the Start Screen for convenient one-touch access. Version 10.7 has numerous performance improvements including dynamic local caching and the ability to run in the background.



PortalWorX-SP™ version 10.7 extends the Microsoft SharePoint®2010 collaboration dashboard with a family of real-time infrastructure and visualization Web Parts. It contains over 20 Web Parts, which include powerful graphics visualization, trends/charts, grids, security, reporting, asset navigation and many others. PortalWorX v10.7 integrates with the new ICONICS Commanding capabilities, which substantially reduce engineering development. Based on the latest Microsoft Silverlight® version 5 technology, roles-based management, engineering and operation dashboards are secure and easy to create and operate.

III. Hyper Historian Version 10.7 Product DVD



Hyper Historian™ version 10.7 is a high-speed, mission critical plant historian. Hyper Historian is designed to log large volumes of data, in excess of 100,000 updates per second, and connects to multiple data sources across the enterprise. Hyper Historian™ has been improved in the Redundancy and Collector sections by adding OPC HDA Interface support for Redundancy, Performance Calculation Redundancy and Logged File Synchronization. The Collectors now support Datasets as well.

AlarmWorX Multimedia™ version 10.7 now supports commanding, as well, and tight integration with other version 10.7 products.

Sustainability Software Solutions

Sustainability for the corporate enterprise has evolved to define both the long-term viability of the enterprise as well as the moral obligation of the company to ensure the long-term wellness of the environment. Sustainability is now a critical pillar in the strategic plans of many corporations and brings focus to how an enterprise optimizes the use of all resources at all times in order to:

- Minimize production and operational costs in relation to its global competition
- Minimize the use of limited non-renewable resources and energy
- Minimize the emission of byproducts that have negative effects on the environment

Implementing a successful sustainability improvement program requires the seamless integration of past, present, forecasted and targeted data, as well as analytics to provide the insight and intelligence needed to drive action.

The **ICONICS Sustainability Software Solution** includes native capability to integrate across the enterprise to access and merge real-time and historical information on energy and resource consumption, carbon emissions and most importantly, causes of excessive consumption. This includes real-time access to metering, instrumentation and existing control systems achievable through ICONICS' compliance with open standards such as BACnet, OPC, SNMP and Modbus. Also critical is integration with numerous IT systems, such as those providing rate schedules, carbon emissions data and demand control requests, all integrated through database interfaces, private and public Web services and more.



Insight into sustainability performance and opportunities for improvement is achieved by the solution's ability to mash up all data, provide aggregation, normalization and comparison. User-definable dashboards deliver the intuitive graphical visualization, KPIs and benchmarking needed to bring focus to issues. In addition to the intelligence needed to support user analysis, ICONICS provides a fault detection and diagnostics solution that will run continuously, analyzing equipment and operations for inefficiency or energy-wasting failures. Faults are immediately provided as alerts, along with a probability analysis of potential causes of the fault.

A few examples can be found in manufacturing and building operations. The amount of electricity, resin, and potable water used, and the amount of contaminated water and carbon

emission produced, can be aggregated and normalized to the number of product units produced, in real-time. Or, for the operation of a building, the amount of electricity and natural gas used can be tracked based on the heating/cooling degree days and the occupancy per hour.

ICONICS' Sustainability Software Solution is both comprehensive and, in the words of our customers, "quick to deploy, quick to online". The software is very scalable, and can easily expand from a single building or process to a global enterprise implementation. Customers are achieving double-digit resource savings and very short paybacks. Your operation can too.

Features

Aggregate and Analyze Consumption, Cost and Carbon Emissions

Fault Detection and Diagnostics to Continuously Monitor for Losses of Efficiency

Open Standards-Compliant and Hardware Independent

Built Upon the latest Microsoft Technologies including Windows 7, Windows 8, Windows Server 2012, Windows Phone and SQL Server 2012

Visualization on Desktops, Any Web Browser, Smartphones or Microsoft SharePoint

User Configurability and Flexibility

Benefits

A single software solution for energy management and sustainability management

Continuously commission large numbers of equipment assets, constantly alerting on any efficiency faults

Easily integrate to existing and future metering, equipment, control systems and IT systems

Enterprise IT scalability that enables integration of data from across the global enterprise

Delivers the information to users that need it, anytime, anywhere

Use existing calculation library or add calculations and aggregations to derive needed insight

The Solution includes the following products:

GENESIS64™ - BACnet Compliant 64-Bit, 3D and 2D Building Automation Integration Platform. Just Plug-It-On your existing networks to integrate data from all equipment and IT systems. GENESIS64 provides rich dynamic graphics, analysis, trending and reporting of all equipment and facility operations. Supports all advanced profile features such as scheduling and controller resident trends logs.

Energy AnalytiX® - Energy Monitoring and Management Software available as a standalone product or as a fully integrated option within the GENESIS64 Building Automation System. Be aware of not only what you are consuming, but why. Energy AnalytiX delivers the backend calculations, KPI analytics, data historian, reporting and rich visualization you need to take decisive action to reduce and manage your energy costs and sustainability programs.

Facility AnalytiX® - Predictive Fault Detection and Diagnostic Software available as a standalone product or as fully integrated option to the GENESIS64 Building Automation System. Facility AnalytiX continuously commissions your facility, monitoring the condition of your equipment assets, and reports equipment and efficiency faults, identified through rules that you have defined. When faults do occur, it analyzes all available data and provides the operator with probable causes, sorted by estimated probability.

MobileHMI™ - All analysis, visualization, alarms and alerts, provided by the GENESIS64 Building Automation System, Energy AnalytiX and Facility AnalytiX, are accessible anywhere and any time via your smartphone. Define your graphics, trends and alarm views only once, then publish and authorize them for access via any browser or smartphone.