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ICONICS Highlights IIoT, Augmented Reality Automation Software Solutions at SPS IPC Drives 2017

Nuremberg, Germany – November 28, 2017 – ICONICS is a global automation software provider and five-time winner of the Microsoft Partner of the Year award. The company provides advanced web-enabled OPC UA and BACnet certified visualization, analytics, and mobile software solutions for any energy, manufacturing, industrial or building automation application. ICONICS will demonstrate its cutting edge automation software solutions, including its IoT gateway software suite and holographic machine interface, during the SPS IPC Drives 2017 exhibition in Nuremberg, Germany from November 28th through 30th.

Attendees will be able to see multiple new ICONICS advances first-hand, including its new IoTWorX™ software suite designed for Industry 4.0 and IIoT applications. The IoTWorX suite combines software technology with affordable IoT hardware devices to create cloud-ready solutions for energy, building automation, manufacturing, and industrial applications. The recent v10.95 release of ICONICS GENESIS64™ HMI/SCADA and building automation suite includes the world's first 3D holographic machine interface (HMI), which can be used with Microsoft's HoloLens self-contained holographic computing device. This combination of ICONICS software with Microsoft hardware allows users to visualize real-time data and analytics KPIs in both 2D and 3D holograms. When combined with ICONICS AnalytiX® software, users can take advantage of additional fault detection and diagnostics (FDD) and Hyper Historian™ data historian benefits, providing needed "on the spot" information in a hands-free manner.

"Over the years, ICONICS has maintained a presence at SPS IPC Drives in order to provide current and future customers and partners with a hands-on view of our cutting edge developments in automation software," said Russ Agrusa, President and CEO of ICONICS. "This year,

attendees will be able to see how ICONICS can make the invisible for our users through innovations in IIoT and augmented reality technology."

About ICONICS

ICONICS is headquartered in Foxboro, Massachusetts and is a global software developer of visualization, HMI, SCADA and energy solutions. With over 350,000 installations in over 80 countries worldwide and running in over 70 percent of Global 500 companies, ICONICS software is recommended for automating, monitoring and optimizing a customer's most critical assets. ICONICS has recently been named the 2017 Microsoft Application Development Partner of the Year and is a five-time winner of the Microsoft Partner of the Year award.

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ICONICS Background Information

ICONICS, a longtime Microsoft Gold Partner and five-time Microsoft Partner of the Year award winner, including the Application Development, CityNext and Sustainability Partner of the Year, provides solutions to improve productivity, reduce integration time and operating costs, and optimize asset utilization with visualization and automation software. Founded in 1986, ICONICS has 350,000 installations in over 80 countries worldwide. ICONICS meets the demanding application challenges of the automotive, building automation, food and beverage, government infrastructure, manufacturing, petrochemical, pharmaceutical, renewable energy, utilities and water/wastewater industries. As a managed Microsoft ISV Partner, ICONICS designs its solutions to leverage Microsoft technologies, including Windows 10, Windows Server, Microsoft .NET, Microsoft Azure, SQL Server and Microsoft SharePoint.

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