Contact: **Melissa Topp**   **Telephone: (508) 543-8600**
Senior Director of Global Marketing   **Fax: (508) 543-1503**
ICONICS, Inc.   **Email: Melissa@iconics.com**
                                                             Web: www.iconics.com

ICONICS Showcases Smart Client Tech
at its 2017 Worldwide Customer Summit

Providence, RI – October 31, 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. This week, ICONICS will demonstrate its integration with today's "smart tech" technology, including augmented, virtual and mixed reality hardware devices.

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.

ICONICS has previously shown its holographic machine interface at recent industry trade shows, working with a Microsoft HoloLens to control a Comau Racer 3 robot, using a cloud-based connection via ICONICS IoTWorX™ IoT Gateway software suite. The 2017 Worldwide Customer Summit will afford attendees the opportunity for extended exposure to the new solution.

"These new hands-free and mixed reality devices enable our customers and partners to 'make the invisible visible'," said Russ Agrusa, President and CEO of ICONICS. "There is a massive amount of information and value in all that collected and real-time data. Data is the new currency

and we make it very easy to uncover this untapped information. We welcome this year's summit attendees to get a glimpse at the future of HMI wearable devices such as Microsoft's HoloLens and RealWear HMT1, HP and Lenovo Virtual reality devices."

These new hands free and mobile devices need to be aware of their location and position. ICONICS location services support a number of ways to get this information, including the following:

- QR - Quick Response Code
- Barcodes - Optical, machine readable representation of data
- GPS - Global Positioning System
- NFC - Near Field Communication
- OCR - Optical Character Recognition
- Access point and others

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.

www.iconics.com

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.

###