



**PRESS RELEASE**

*For Immediate Release*

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## **ICONICS to Highlight Mixed Reality HMI, IoT Connectivity and Robotics Integration at Hannover Messe 2017**

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*Experience the Industry's First Holographic Machine Interface in Action*

**Hannover, GERMANY – April 24, 2017** – ICONICS is a managed Microsoft Gold Partner and three-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 applications. ICONICS will showcase its automation software solutions, including its new IoTWorX™ software suite, working with a Microsoft HoloLens and Comau robot, within Microsoft's booth at Hannover Messe from April 24-28, 2017 in Hannover, Germany.

ICONICS IoTWorX is an IoT software suite that communicates with Microsoft Azure or third-party cloud apps using the most popular transport protocols. IoTWorX combines ICONICS' new IoT device technology with its proven HMI/SCADA, analytics, and mobile solutions running via cloud technology. ICONICS offers manufacturers and facility managers several key IoT technologies, including seamless connectivity to devices, secure cloud communications, and built-in real-time visualization and analytics. Users can connect to virtually any automation equipment through supported industry protocols, such as OPC UA, Modbus, BACnet, SNMP, and classic OPC Tunneling. ICONICS' IoTWorX takes full advantage of the Azure cloud to provide global visibility, scalability, and reliability.

In addition to advances in IoT connectivity, ICONICS has also announced the industry's first 3D Holographic Machine Interface (HMI) using Microsoft's HoloLens technology, adding to its wide range of Virtual and Augmented Reality solutions. ICONICS is the first to introduce the ability to

visualize real-time and BI analytics using 2D and 3D holograms via Holographic Machine Interface technology.

“A HoloLens device integrated with ICONICS’ GENESIS64™ HMI/SCADA suite enables users to quickly view real-time and analytics data with intuitive, hands-free operation,” said Russ Agrusa, President and CEO of ICONICS. “These mixed reality abilities expand our solutions, enabling ICONICS to make the invisible visible for customers and partners worldwide.”

Also at Hannover Messe, as part of a working relationship with Comau, ICONICS will feature a Comau Racer 3 robot as part of a live, physical demonstration of its automation software in action. While visiting the Microsoft booth (Hall 7, Stand C40), attendees will be able to interact with the robot with associated data visualized, analyzed, and mobilized via ICONICS’ software solutions.

To see this exciting demonstration in action, visit ICONICS in the Microsoft booth or check out the video at [www.iconics.com/hmi17](http://www.iconics.com/hmi17).

## **About ICONICS**

With over 350,000 installations in over 80 countries worldwide, ICONICS software is recommended for automating, monitoring and optimizing a customer’s most critical assets and has been selected by over 70 percent of Fortune 500 companies. ICONICS is a recent Microsoft CityNext and Sustainability Partner of the Year, continuing its decades-long working relationship as a managed Microsoft ISV partner.

[www.iconics.com](http://www.iconics.com)

### **ICONICS Background Information**

ICONICS, a longtime Microsoft Gold Partner and three-time Microsoft Partner of the Year award winner, including the 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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