



**PRESS RELEASE**

***For Immediate Release***

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## **ICONICS Launches IoTWorX™ with its 'IoT World Tour'**

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***Presenting IoT, Analytics, Secure Web Visualization for Businesses Worldwide***

**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 announces the launch of its IoTWorX™ software suite and a series of in-person events dubbed the 'IoT World Tour' ([www.iconics.com/IoTWorldTour](http://www.iconics.com/IoTWorldTour)), where it will highlight its Internet of Things (IoT), analytics, and secure web visualization software solutions for businesses across the globe.

ICONICS IoTWorX combines new IoT software technology with affordable IoT devices to create secure cloud-ready solutions for energy, building automation, manufacturing, and industrial applications. Based on its proven HMI/SCADA, analytics, and mobile products, a new generation of SaaS and IoT applications are now available with IoTWorX. The convergence of these powerful technologies provides simple yet highly secure real-time communications, truly leveraging the benefit of the Industrial Internet of Things (IIoT) and Industry 4.0 standards.

ICONICS' IoT World Tour begins in Munich, Germany on May 2, 2017, with the second tour stop following shortly after that (May 10) in Milan, Italy. Additional stops on the World Tour include Chicago, IL; Reading, United Kingdom; Houston, TX; Boston, MA; Charlotte, NC; and Mississauga, Canada, planned into June, 2017. IT managers, technical professionals, enterprise executives, industrial and manufacturing managers/engineers, device manufacturers, facility/building/operations managers, IoT technology integrators, application developers, system integrators, and M2M solution providers are all invited to these tour stops.

“ICONICS’ IoT World Tour provides a valuable opportunity for those looking to quickly capitalize on the latest in Industry 4.0 and IoT technology trends,” said Russ Agrusa, President and CEO of ICONICS. “Companies looking to understand how cyber physical IoT Solution will play a major part of future automation solutions should attend the IoT World Tour.”

“ICONICS is an excellent Microsoft Independent Software Vendor (ISV) IoT Solution Partner,” said Caglayan Arkan, GM, WW Manufacturing & Resources at Microsoft. “And, as such, provides customers with solutions that utilize the power of the Microsoft Azure IoT Suite for energy management, smart buildings and manufacturing.”

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. With IoTWorX, 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 Azure to provide global visibility, scalability, and reliability. For more information or to register, visit [www.iconics.com/IoTWorldTour](http://www.iconics.com/IoTWorldTour).

## **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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