



**PRESS RELEASE**

***For Immediate Release***

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## **ICONICS to Demo Future of Holographic Machine Interface with Microsoft HoloLens at Hannover Messe 2018**

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**Hannover, Germany – April 23, 2018** – 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 the evolution of holographic machine interface and digital twin technology as a co-exhibitor within the Microsoft booth (Hall 7, Stand C40) at Hannover Messe 2018 taking place in Hannover, Germany from April 23 – 27, 2018.

In 2016, ICONICS announced the world's first 3D Holographic Machine Interface (HMI), which integrates with Microsoft's HoloLens self-contained holographic computing device. ICONICS has since provided live demonstrations of this innovative technology working with a HoloLens at trade fairs and industry events worldwide. This year, ICONICS will provide an updated demonstration of its augmented and mixed reality technology, once again integrated with HoloLens.

Since its introduction, ICONICS' holographic machine interface has been used in multiple applications, including maintenance and remote assistance. An increasingly common scenario is to utilize ICONICS' HMI/SCADA software within a mobile device, such as a HoloLens, along with additional software such as ICONICS' IoTWorX™, which communicates with Microsoft Azure or other cloud service platforms using the most popular transport protocols, and Facility AnalytiX®, a predictive maintenance solution utilizing advanced fault detection and diagnostics. Maintenance personnel wearing a head-mounted display can be notified, on-site, of any required preventative measures, and be guided through repair/replacement procedures using digital schematics, manuals, videos or live chat, all unobtrusively superimposed in their field of vision.

ICONICS will highlight such maintenance-focused use during its Hannover Messe demo, but will also show newer possibilities, including the evolution of digital twin technology. In this scenario, data from connected equipment can be accessed anywhere, often over the Industrial Internet of Things (IIoT), to create a real-time virtualized model for monitoring and control. One emerging application included in this is collaborative robotics, or “cobots”; robots that can be adapted to work with people. ICONICS will demonstrate its HMI/SCADA software running on HoloLens, connecting over the IIoT via IoTWorX, to monitor and control a manufacturing robot.

“ICONICS was the first with a holographic machine interface,” said Russ Agrusa, President and CEO of ICONICS, “and continues to lead this new technology into multiple applications and a variety of compelling use cases. We’re excited to once again work with Microsoft to show Hannover Messe attendees the expanding capabilities of our software integration with mobile augmented and mixed reality hardware, including Microsoft HoloLens.”

Çağlayan Arkan, General Manager, Worldwide Manufacturing at Microsoft said, “ICONICS has invested in Microsoft’s cloud technologies and artificial intelligence, mixed reality and security capabilities to create even more revolutionary and intelligent solutions, like its holographic machine interface in the GENESIS64 HMI/SCADA and Building Automation software suite and its IoTWorX IoT gateway suite. This innovation empowers manufacturing customers to accelerate their digital transformations in order to tackle challenges and achieve their business outcomes even faster.”

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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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