

# Machine Builders

## Software for Machine Builders and OEMs

### Modular Suite of HMI Visualization Solutions for Machine Builders

A complete family of modular products for HMI Visualization, SCADA and Manufacturing Intelligence

### Open Architecture Based on Industry Standards

GENESIS32™ is the first industrial automation software with OPC-To-The-Core™ technology and based on the OPC Plug and Play industry standard

### International Language Switching and Global Aliasing

Easily deploy HMI, reporting and applications globally. Create reusable graphics, trends and alarm applications with Global Aliasing

### One Development Tool for Multiple Platforms

Single application environment for targeting servers, workstations, Pocket PCs, Web servers, Terminal Servers and mobile devices

### Project Management and Deployment Tools

Easily deploy projects to factory floor target PCs. Collaborate and manage applications in the development phase with Microsoft® Visual SourceSafe®

### Web-Enabled Thin Client for Remote Operations with Global Security

Easily connects to real-time and historical factory and business data over the Internet or intranets

### Integrate and Data Mine Easily with Industry-Standard Databases

Retrieve, store, report and analyze historical plant and corporate information to and from industry standard databases, such as Microsoft® Access, Microsoft® SQL Server, MSDE and Oracle®

### Built-in Mission Critical Redundancy

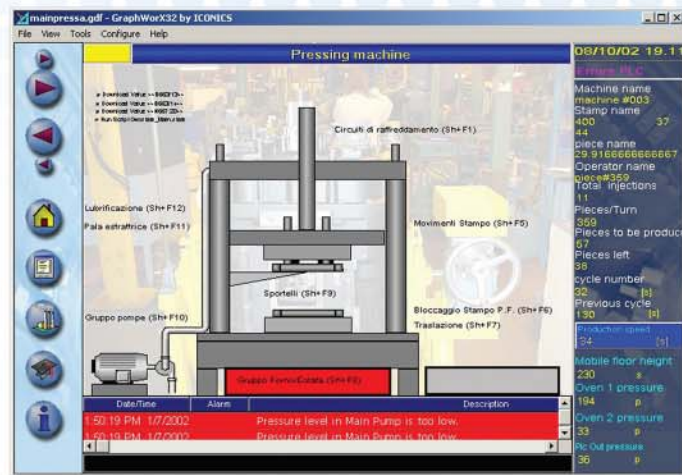
Create non-stop mission critical automation applications with DataWorX™32

### Designed for Embedded NT, XP and CE.NET

Supports Embedded NT, Embedded XP, Windows CE and CE.NET applications requiring a small memory footprint and optimal performance

### Extensible and Scalable Multiprocessor Architecture

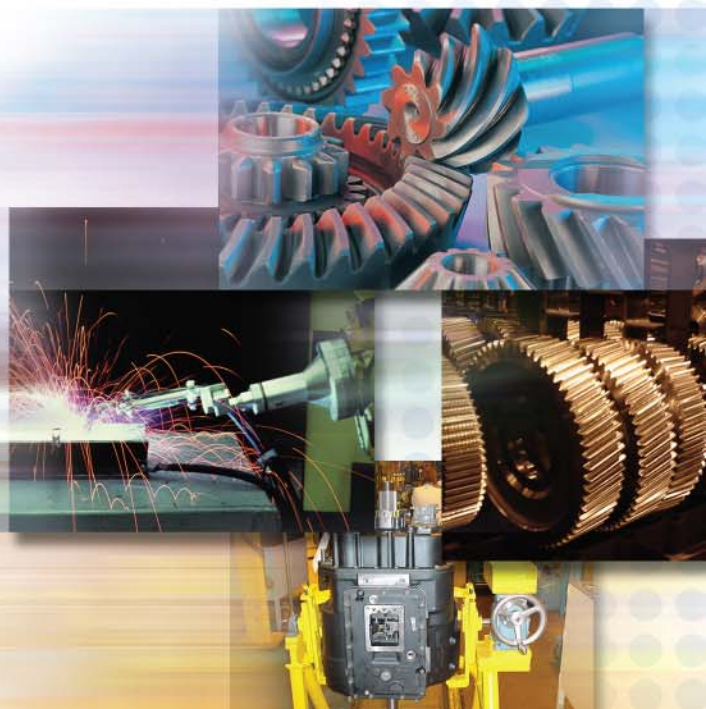
Built on standards, integrates with OPC, VBA, COM / DCOM, ActiveX, SQL and Microsoft® .NET technologies.



**"Software tools for cost effective integration and machine solutions!"**



**Visualize Your Enterprise!™**



ICONICS' GENESIS32™ suite of applications offers features and functions specifically designed to aid Machine Builders and OEMs in the integration of monitoring and control software into their product solutions.

#### Industries Served

For systems requiring superior monitoring and control, the following industries are benefiting from ICONICS' solutions:

- Automotive, Pharmaceutical, Consumer Products
- Assembly Lines
- Warehousing, Packaging
- Robotics, CNC, DNC
- OEM Machine Builders
- Blow Molding, Injection Molding
- And Many More ...

#### Benefits

Machine Builders and OEMs who deploy GENESIS32™ into their solutions will enjoy these benefits:

- International language switching
- Support for Embedded NT/XP and Windows CE
- 100% OPC compliant
- Plug and play with open standards
- Fast and easy project deployment
- One development tool for multiple platforms
- Scalable solutions from embedded controllers to full operator stations
- Web-enabled for easy remote operations and diagnostics
- Fast and easy project deployment



GENESIS 32



BizViz  
Bridging the Plant Floor to the Enterprise



Microsoft  
GOLD CERTIFIED  
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Visualize Your Enterprise!™

# Machine Builders

Software Tools to Aid in Cost Effective Product Solution Integration

#### Overview

Machine builders and OEMs integrate the GENESIS32™ suite of applications into their product solutions to provide superior monitoring, control, reporting, alarming and trending features. GENESIS32™ provides tools for building solutions tailored to the machine builder, OEM or integrator needs, enabling visualization, HMI, diagnostics and machine control of the overall machine operation. Fully integrated with industry standards such as OPC. GENESIS32 will grow as application requirements grow!

#### Modular Suite of Windows HMI and SCADA Solutions

Fast and easy integration into your product solutions using state-of-the-art technology, fifth generation HMI, SCADA and control software applications as a fully integrated suite or as modular components to your requirements. Supports Windows® .NET and Distributed Internet Applications (DNA) architecture.

#### Open Architecture Based on OPC Industry Standard

Tightly integrated with VBA, OPC, COM / DCOM, ActiveX, IEC1131, SQL and ADO / OLE-DB technologies. Development costs are dramatically reduced as OPC-To-The-Core significantly simplifies system design, commissioning and maintenance, and also provides standards-based universal connectivity.

#### International Language Switching and Global Aliasing

Machine Builders and OEMs needing to deploy their products and systems around the world can now define multiple languages and engineering unit conversions for their machines and applications. Centralized language switching eases the development of language based systems and can be switched during runtime.

#### One Development Tool for Multiple Targets

The GENESIS32 development studio can be run on Microsoft Windows 98, Millennium, 2000, XP, and Windows NT® operating systems. Web-enabled applications can also run on Web browsers and Terminal Servers as well as dedicated wireless Pocket PCs, Windows CE and Embedded NT or XP devices.

#### Project Management and Deployment Tools

Let ProjectWorX™32 do all the work! Deploy projects by simply packing them and then unpacking the project on the remote target PCs. ProjectWorX32 integrates with Microsoft Visual® SourceSafe® technology during the development phase, making large project collaboration easy.

#### Web-Enabled Thin-Client Design with Global Security

WebHMI™ provides thin-client browser capabilities for trending, alarming and operator HMI graphics. Use of standard Microsoft® Internet Explorer or Netscape® Navigator® requires no installation on client machines. GENESIS32 also supports Microsoft® Terminal Server™ with integrated and enterprise security.

#### Integrate and Data Mine Easily with Industry-Standard Databases

Both the AlarmWorX™32 Logger and the TrendWorX™32 Logger record their information to industry standard databases, including Microsoft® SQL Server, MSDE, Microsoft® Access and Oracle®

#### Built-in Mission Critical Redundancy

DataWorX™32 integrates OPC data redundancy and OPC server bridging for non-stop mission critical HMI, SCADA and control applications.

#### Designed for Embedded NT, XP, Windows CE and CE.NET

ICONICS products support applications needing to run on Microsoft Embedded operating systems, such as Embedded NT, XP as well as Windows CE and CE.NET platforms. ICONICS products such as MachineWorX, PanelWorX and Embedded GENESIS are optimized to take maximum advantage of limited memory requirements and other resource limitations.

#### Extensible, Reliable and Scalable Multiprocessor Distributed Architecture

The GENESIS32™ suite of software applications offers a single common development tool for creating powerful HMI, SCADA and control applications – from the smallest to the largest distributed systems using symmetric multiprocessor technology.

#### Additional Features

The GENESIS32™ suite of applications offers many other features that come standard in our products. From password revision controls to timeout enforcement, from document revision control tie-ins to unauthorized access detection and prevention.

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