



For immediate release...

Press Release

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ICONICS is pleased to announce that **UNITED BISCUITS** have now standardised on **Genesis 32** for their SCADA applications..

DAVID HAMMOND, of United Biscuits, says that after an extensive review of the leading brands on the market **ICONICS** was chosen because **Genesis 32** is

- the most Flexible product around
- based entirely on the latest technology which enables easy interfacing and offers the confidence of future connectivity
- intuitive, allowing development of systems straight out of the box
- excellent value for money

ICONICS look forward to a continuing relationship with **UNITED BISCUITS** delivering superb products and excellent support..

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Founded in 1986, ICONICS is a leader in the development of Web-enabled industrial automation software for Microsoft® Windows® operating systems. Offering the industry's only suite of fully-integrated OPC-based components and products, GENESIS32™ Enterprise Edition is available for Windows XP, 95, 98, Millennium, and 2000, and Windows NT®. Pocket GENESIS™ for Windows CE and Pocket PC was built from the ground up based on ICONICS' OPC-To-The-Core™ framework. ICONICS offers a complete set of Plug and Play automation components, including best-in-class OPC ActiveX® Controls, OPC Toolkit, Human Machine Interface (HMI), Microsoft SQL Server®-based data logging, Multimedia Alarming, and Supervisory Control and Data Acquisition (SCADA) products. ICONICS is represented in over 50 countries and has in excess of 75,000 product installations worldwide. Visit us online at www.iconics.com.

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