



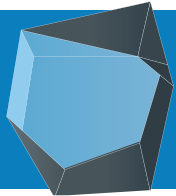
Top 20 Reasons You Need

GENESIS64™

1 Script-less HTML5 Thin Client Technology



Reduce the time it takes to recognize and fix issues by accessing your real-time data on any mobile device, via a 'truly thin client' and responsive application which requires no footprint or bootstrap. Built on HTML5 and WinRT technology, MobileHMI™ securely brings the power of GENESIS64™ and your data to any device, anywhere at any time.



Rich, Powerful 3D Visualization 2

Using the Microsoft .NET Framework, GENESIS64 provides fast, scalable, and secure visualization on desktops, in web browsers, and on mobile devices. WPF and HTML5 technology allows for consistent visualization on all platforms while providing advanced features without the need for additional configuration. Create dazzling animated graphics that can incorporate interactive HMI features (alarms, trends, and historical data), combine 2D objects with 3D views, create smart symbols, insert controls, and much more.

3 Cloud Scalability Azure, Hybrid, and Private Cloud Servers



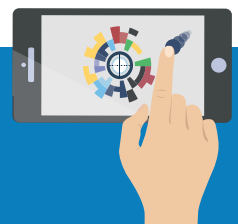
The ICONICS application stack was born cloud-ready and the majority of our deployed systems run on cloud-ready virtual machines. ICONICS applications and cloud connector technology leverage Microsoft's public, private, or hybrid cloud infrastructure to increase collaboration and efficiency without compromising security. It enables you to distribute your application to scale and adapt to the changing needs of your business, with instant access to KPIs and critical information from any device.



Augmented Reality Native Anchor and Location Services 4

Reduce manual errors and visualize your data faster by scanning QR Codes and receiving details about that particular device or asset. Connect to Near Field Communication (NFC) devices and update the backend database. Walk near a certain GPS location and be presented with the relevant display. Scan your security card and log in to the system; all within GENESIS64.

5 Build Live, Self-service Dashboards



Configure your own personalized KPI dashboards within a live (runtime) system. Drag and drop data, configure widgets, and split screens by utilizing the award winning KPIWorX™. Leverage several preconfigured gauges, process points, trends, alarms, and grids for quick data visualization. Ideal for on-the-spot display creation for visualizing data when it is needed.

6 Assets Viewable with Geo-SCADA



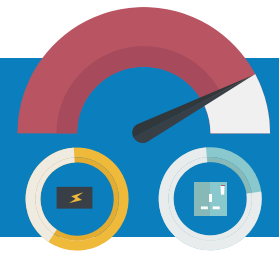
EarthWorX™ is ideal for widely dispersed asset applications. ICONICS' unique SmartPin™ technology provides innovative drill-down capabilities to quickly view alarm conditions and statuses for any location. Within seconds, an asset can be identified and located through native integration with Esri, Bing, or Google Maps.



High-performance Data Capture 7

A high-speed, mission-critical data capture and data logging system, Hyper Historian™ can log data at greater than 100,000 tags per second and works with multiple data sources across your enterprise. The secure Hyper Historian supports store-and-forward technology and allows you to source and merge data from any open database.

8 Fault Analytics and Energy Monitoring



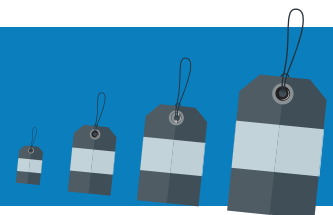
Visualize, aggregate, and summarize energy usage in real-time through custom, secure, mobile-friendly energy dashboards. Continuously commission your buildings by weighing the probability of equipment failure and advising personnel of preventative actions before faults actually occur. Our goal is to save our clients 15–20% in energy and/or carbon consumption in this space.



Advanced Alarming 9

ICONICS' enterprise-wide alarm and event management systems are capable of handling the most demanding applications. Allocate and filter alarms from any alarm system or subscribe to multiple alarm servers and enhance normalized alarms with live data sources. The native ICONICS alarm module, AlarmWorX64™, offers extensive tools to deliver and view real-time and historical alarm information. AlarmWorX64 includes an Alarm Logger and Viewer that is compliant with OPC A/E and OPC UA/AE industry standards.

10 Scalability

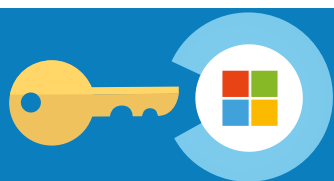


With the capability to handle millions of tags daily, GENESIS64 is equipped to handle the entire expanse of your global enterprise. GENESIS64 has the ability to separate its application into different nodes to increase performance and load balance additional clients as applications expand. As tags are polled dynamically, even when tag configuration grows, server CPU isn't burdened.

11 Mission-critical Redundancy



ICONICS Platform Services are at the core of GENESIS64 and are designed to negotiate internal communications for redundancy, load balancing, and scalability through the enterprise level. Designed for large, distributed, or mission critical applications, GENESIS64 is not only fully redundant at multiple levels, but is also modular.



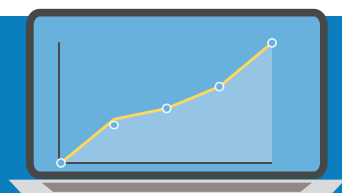
64-bit Technology 12

Accessing the faster processors and higher memory capacity of 64-bit computing, GENESIS64 is able to run faster and scale larger than other older SCADA systems. Future-proof your system by using industry standard 64-bit servers to drive your data logging.

13 ISA-95 Compliant Intelligent Asset Technology



ISA-95 asset hierarchy with drill-down capability not only allows you to easily identify and navigate your application, it also standardizes development and can reduce project test and commissioning time.



Quicker Project Deployment 14

Configure assets, alarms, and disparate data faster than ever with GENESIS64. The Bulk Asset Configuration (BAC) utility within AssetWorX™, for example, is a tool that automatically instantiates equipment based on class while also allowing unique parameters to be defined for each instance of equipment. Another way of shaving project time off the design of screens is with the 'Global Color Palette'. Users can define standard objects, colors, and themes and deploy them across every screen. Perfect for large deployment teams and runtime color switches.

15 System Health Monitoring



The System Health Monitor is a tool created to monitor the overall GENESIS64 system and server status, and provide diagnostic tools, allowing you to make informed decisions regarding system health. It runs as a standalone service that monitors memory usage, CPU load, network utilization, and much more. If the system generates alarms, these alarms can be visualized and logged into your alarm management software.

16 Native Integration of Video



Avoid costly third-party software by using the camera control feature within GraphWorX64™ to monitor your assets via video feed. Utilize video output from a networked, ONVIF-compliant camera, and integrate motion detection and audio alarms with your AlamWorX64™ system to detect anomalies.

Universal Connectivity and IoT Ready 17

In conjunction with ICONICS Platform Services, GENESIS64 leverages universal connectivity, allowing you to connect to any data in the system from anywhere. Native implementations of BACnet, OPC, databases, web services, IoT, SNMP, OData, and much more allow you to aggregate or connect almost any data with our extensive firewall-friendly communication methods.

18 Integrated SMS / Email Alerts



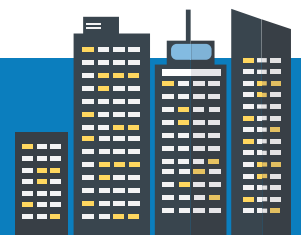
AlertWorX™, an internal GENESIS64 module, enhances ICONICS products by providing alert notifications via email or SMS (text). For more advanced alert notification requirements, AlarmWorX64™ MMX, an additional GENESIS64 module, can distribute enterprise-wide alarm notifications via email, pager, fax, voice, text-to-speech, phone, Skype, task tray, video, and much more.



Windows 10 Compatibility 19

As a Microsoft Gold Certified Partner, ICONICS is Windows 10 and Windows Server 2016 compatible, demonstrating commitment not only to the latest operating systems, but assuring that tablet-based implementations also support the data infrastructure and high level of visualization expected from ICONICS.

20 Building Information Modeling (BIM) Integration



Save development time by using preconfigured design information via BIM designs. Embed real-time data sources into your 3D Building Information Model within ICONICS to enrich your data; a great way of guiding maintenance teams/engineers to building alarms and issues.

Interested in Seeing More?

We would love to show you the true power of GENESIS64™



Request a Free Trial

Download GENESIS64 to experience the user-friendly, time-saving power for yourself.

[Click Here](#)



Contact Us

If you have any questions or would like to learn more, we would love to hear from you.

[Click Here](#)



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