



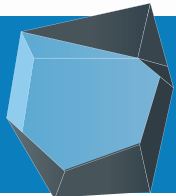
# Top 20 Reasons You Need

GENESIS64™

# 1 Script-less HTML5 Thin Client Technology



Reduce the time it takes to recognise 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 boot strap. Built on HTML5 and WinRT technology, MobileHMI™ securely brings the power of GENESIS64™ and your data to any device, anywhere at any time.

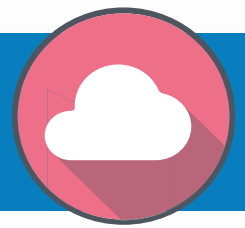


## Rich, Powerful 3D Visualisation 2

Using the Microsoft .NET Framework, GENESIS64™ provides fast, scalable and secure visualisation on desktops, in web browsers and on mobile devices. WPF and HTML5 technology allows for consistent visualisation on all platforms while providing advanced features without the need for additional user configuration. Create dazzling animated graphics that can incorporate interactive HMI features (alarms, trends and historical data), combine 2D objects with 3D views, create shapes and 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 users to distribute their application to scale and adapt to the changing needs of their business, with instant access to KPIs and critical information from any device.



## Augmented Reality 4

Native Anchor and Location Services

Reduce manual errors and visualise your data faster by: scanning QR Codes and receiving details about that particular device or asset. Read 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 personalised KPI dashboards within a live (runtime) system. Drag and drop data, configure widgets and split screens by utilising the award winning KPIWorX™. Exploit several preconfigured gauges, process points, trends, alarms and grids for quick data visualisation. Ideal for on-the-spot display creation for visualising data when it is needed.

# 6 Assets Viewable with GEO-SCADA



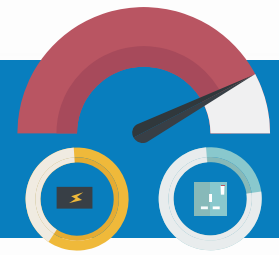
EarthWorX™, is ideal for widely dispersed asset applications. ICONICS' unique SmartPin™ technology provides an innovative drill down capability to quickly view alarm conditions and status for any location. Within seconds, an asset can be identified and located through native integration with Esri, Bing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



# High Performance Data Capture 7

High speed, mission critical data capture and data logging system. HyperHistorian™ can log data at greater than 100,000 tags per second and works with multiple data sources across your enterprise. The secure HyperHistorian supports Store-and-Forward technology and allows its users to source and merge data from any open database, as well other historians that might currently be installed.

# 8 Fault Analytics and Energy Monitoring



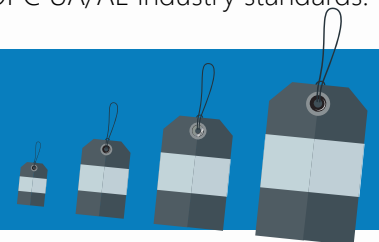
Visualise, aggregate and summarise energy usage in real-time through custom, secure, mobile-friendly energy dashboards. Also, continuously commission your buildings by weighing the probability of equipment failure and advising personnel of preventative actions before faults actually occur. Our goal is 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 consequential alarms, from any alarm system; or, subscribe to multiple alarm servers and enrich normalised 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

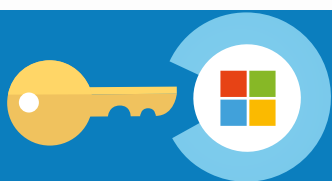


With the capability to handle millions of tags daily, GENESIS64™ is equipped to handle the entire expanse of your global enterprise. GENESIS64 has the ability to separate its application into different nodes to increase performance and also to load balance additional clients as applications grow. As 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 to the enterprise level. Designed for large, distributed or mission critical applications, GENESIS64 is not only fully redundant at multiple levels, but is also modular.



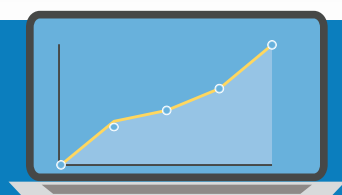
# 64bit Technology 12

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

# 13 ISA-95 Compliant Intelligent Asset Technology



An ISA-95 Asset tree structure with drill down capability not only allows you to easily identify and navigate your application, it also enforces development standardisation 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 whilst 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 Colour Palette'; define standard objects, colours and themes and deploy them across every screen. Perfect for large deployment teams and runtime colour switches.

# 15 System Health Monitoring



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

# 16 Native Integration of Video



Save the need for costly 3rd party software and use the camera control feature within GraphWorX64™ to visualise your assets. Utilise video output from a networked, ONVIF compliant camera, and begin tying motion detection and audio alarms with your AlarmWorX64™ system to report detections.

# Universal Connectivity and IoT Ready 17

Using ICONICS' Platform Services, GENESIS64™ is built on top of universal connectivity allowing users to connect to any data in the system from anywhere. Native implementations for BACnet, OPC, Databases, Web Services, IoT Gateway, SNMP, OData and much more allow ICONICS to aggregate or connect almost any data with our extensive firewall-friendly communication methods.

# 18 Integrated SMS / Email Alerts



AlertWorX (a free module within GENESIS64™) enhances ICONICS products by providing alert notifications. Notifications can be sent via email and SMS/texting to person's based on their job role or level of seniority. For more advanced alert notifications requirements, AlarmWorX64™ MMX, an additional GENESIS64 module, can distribute enterprise-wide alarm notifications via further mediums such as: 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 has earned compatibility with Windows 10 and Windows Server 2012/2016; demonstrating commitment not only to the latest operating systems, but assuring that tablet-based implementations also support the data infrastructure and high level of visualisation expected from ICONICS.

# 20 Building Information Modelling (BIM) Integration



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



# Interested in Seeing More?

We'd love to show you the true power of GENESIS64™



## Book a Live Demo

Spend half an hour with one of our expert consultancy engineers, and open the product

[Click Here](#)



## Contact us

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

[Click Here](#)