



Future Factory Initiative Lab
in Dresden, Germany



Customer Success Story

SAP Research Future Factory Initiative Dresden, Germany



ICONICS 3D rendering of the Future Factory Lab

About The Future Factory Initiative

The Future Factory Initiative (FFI) is a joint effort of SAP Research and external partner organizations, including ICONICS, and is active in key areas including a Living Lab, a Real-World Manufacturing Testbed and a Center of Excellence.

Located in SAP Research's Dresden, Germany Campus-based Education Center (CEC), the Future Factory Initiative is a set of innovative demonstrators showing the potential of real-world-integrated business processes in the manufacturing domain. Currently six demonstrations are available covering the whole product value chain, including supply chain, warehouse, production, sales and maintenance processes. The "Future Factory" has recently been showcased at various locations and events, such as at recent CeBIT shows.

"ICONICS is one of the best of breed that I have seen in visualization."

Dr. Jochen Rode

P.h.D., Project Lead

SAP Research, CEC Dresden, SAP AG

According to SAP's Web site, the Future Factory Lab in Dresden "facilitates research and development in a living lab environment, providing an infrastructure for test, validation, and demonstration".

ICONICS Software Deployed

ICONICS' GENESIS64™ 64-bit, OPC-integrated, Web-enabled HMI/SCADA suite is currently utilized by SAP Research at the Future Factory Initiative. GENESIS64 provides customers with a 360° view of their entire organization, providing users with the power to quickly and efficiently add 3D symbols and animation to graphic visualizations of business processes and bring them to life.

Project Summary

Researchers at SAP Research's CEC Dresden location have had a chance to put ICONICS "next generation of automation software" to the test in as "real-world" circumstances as they have been able to produce and have remarked on the outstanding quality of this latest ICONICS software solution.

Such a testbed, according to SAP Research helps to show “leading edge software and the latest hardware developments with different scenarios, products, and prototypes in a distributed manufacturing environment.”

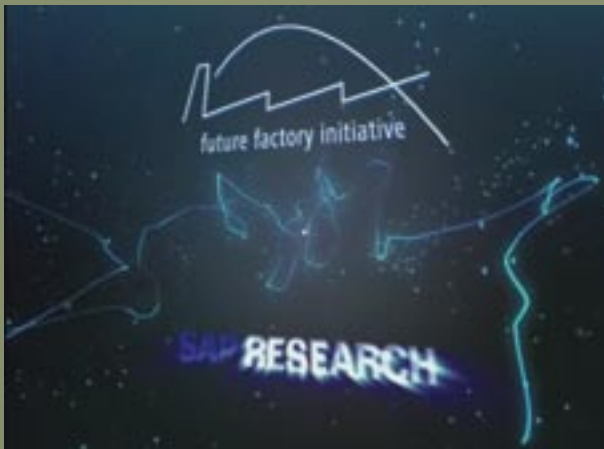
In addition, the testbed “spans multiple manufacturers and demonstrates the viability of prototypes.”

Video Presentation

ICONICS has created an online video highlighting its involvement with the SAP Research Future Factory Initiative. To view this video, visit www.iconics.com/videos and click the “View and Download” button underneath “SAP Future Factory Initiative Featuring ICONICS”

tion portfolios support the unique business processes of more than 25 industries, including high tech, retail, financial services, healthcare and the public sector. With subsidiaries in more than 50 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE under the symbol “SAP”.

For more information, go to www.sap.com.



Introduction to ICONICS' video presentation on its participation in the Future Factory Initiative



Close-up view within ICONICS' 3D representation of the Future Factory Lab

About SAP

SAP is the world's leading provider of business software. Today, more than 46,100 customers in more than 120 countries run SAP® software – from distinct solutions addressing the needs of small businesses and midsize companies to suite offerings for global organizations. Powered by the SAP NetWeaver® technology platform to drive innovation and enable business change, SAP software helps enterprises of all sizes worldwide improve customer relationships, enhance partner collaboration and create efficiencies across their supply chains and business operations. SAP solu-

Product Highlight

GENESIS64™

GENESIS64 is ICONICS 64-bit Web-enabled, OPC-integrated HMI/SCADA suite. The new software takes maximum advantage of the convergence of new 64-bit computing machinery, new Microsoft operating systems that take advantage of 64-bit such as Windows Vista and Windows Server 2008 and the increasing demand for captivating 3D graphic visualization of today's business processes. The “Next Generation of Automation Software” is here.