



**Intrinsic Software Inc.** 604 801 6461 Telephone  
700 West Pender St 604 801 6417 Facsimile  
10th floor www.intrinsic.com  
Vancouver BC  
Canada V6C 1G8

## **Siemens AG Selects Intrinsic as Partner to Launch New Open Panel Program**

*Intrinsic appointed sole North American systems integrator for innovative new program*

**Vancouver, Canada, August 22, 2000**– Intrinsic Software (ICS.CDNX) today announced an engagement with Siemens Automation and Drives, a division of Siemens AG, a global leader in electrical engineering and electronics, to provide embedded networking solutions and services to Siemens' SIMATIC Human Machine Interface (HMI) panels.

The Siemens Automation and Drives (A&D) is the number one HMI panel manufacturer in the world, shipping nearly 100,000 panels each year to its customers. Siemens A&D is developing a new, improved product to provide its customers with the choice to select software products from the leading industrial vendors to run on Siemens' HMI panels. Intrinsic has been selected by the company to provide customization and customer specific solutions that will seamlessly integrate these panels with the customer's chosen software.

"We're thrilled to be selected by Siemens as its partner in this important program," said Derek Spratt, president and CEO of Intrinsic. "This engagement strengthens Intrinsic's position as a recognized innovator in the Industrial Automation space and deepens our relationship with Siemens. We look forward to supporting Siemens A&D on a project that promotes customization, speeds deployment and reduces costs for the company and its customers. We expect to leverage our involvement in this project to expand our customer base through the exposure to new markets."

The total annual market for industrial automation software is approximately \$1.5 billion US and worldwide revenues from HMI and related software, including revenues from services is expected to reach nearly \$690 million US by 2004.

"We are very pleased to have Intrinsic as a partner in the Open Platform Program and as our appointed systems integrator for North America," said Tim Shepherd, Marketing Director for Human Machine Interfaces at Siemens A&D. "Intrinsic has extensive experience in the embedded industrial automation market and its independence allows us to offer our partners and customers greater flexibility in the creation of customized solutions. In the past two years, Intrinsic has emerged as a technology leader and we expect that its solutions will help Siemens to maintain its position as worldwide leader in the HMI panel business as it extends into CE products."

A press conference announcing the Open Platform Program will be held today at 9:00 a.m. (PST) at the ISA Expo 2000, taking place in New Orleans, LA this week. See demonstrations of innovative Intrinsic solutions at ISA Expo (booth #1707) from August 21 to 24, 2000.

### **About Siemens AG**

Siemens AG is a global leader in electrical engineering and electronics. With over 440,000 employees in 190 countries, Siemens is the 7<sup>th</sup> largest private employer worldwide. They offer a comprehensive product range 50,000 product families and approximately 1 million products – from mobile phones to power plants. Sales for 1999 were \$75 billion US.

News Release



**Intrinsic Software Inc.** 604 801 6461 Telephone  
700 West Pender St 604 801 6417 Facsimile  
10th floor www.intrinsic.com  
Vancouver BC  
Canada V6C 1G8

### **About Intrinsic**

Recently identified as one of the fastest growing companies in Canada by Profit Magazine, Intrinsic provides highly engineered products and solutions that help its clients develop smart, Internet-ready products. The company is a leader in the emerging Information Appliance and Internet Device market that specializes in the embedded computers controlling common products such as home security systems, vending machines and factory floor controllers. Intrinsic sells its Internet-enabled technologies to leading Fortune 500 companies in growing global markets such as mobile computing, industrial automation, and point-of-sale. These customers use Intrinsic's unique expertise to create Internet Devices or Information Appliances, link these devices to other levels of a company's business systems, and remotely manage large networks of devices. Based in beautiful Vancouver, British Columbia, Intrinsic is committed to offering efficient, reliable and secure embedded solutions to its customers.

*For more information, please contact:*

### **Pamela L. Smith**

Director of Corporate Communications

Intrinsic Software Inc.

Direct: 604-646-6957

Email: [psmith@intrinsic.com](mailto:psmith@intrinsic.com)

Fax: 604-801-6417

[www.intrinsic.com](http://www.intrinsic.com)

News Release