Ignition by Inductive Automation™ Delivers Unprecedented Value in Industrial Automation Software

SACRAMENTO, Calif., Jan. 27, 2010 – Inductive Automation, a recognized pioneer in the realm of web-based and database-centric HMI, SCADA and MES solutions, is pleased to announce *Ignition by Inductive Automation*™ – a major update to their popular line of industrial software products.

"Over the past seven years, we've watched our customers derive tremendous value from our distinct model," says Steve Hechtman, president of Inductive Automation. "With Ignition, we've raised the bar by making our software easier to use, more cohesive, and more flexible."

At the heart of Ignition is support for OPC-UA, the next-generation standard for industrial data communication. Ignition is the first product on the market to fully deliver on the promise of OPC-UA by being 100% cross-platform. "Using OPC-UA," Hechtman continues, "we expand our connectivity options and allow our customers to use the platform of their choice. Best of all, we are proud to offer our end-users the Ignition OPC-UA server and drivers *absolutely free*."

Ignition continues Inductive Automation's philosophy of open, accessible systems that are unhindered by traditional licensing restrictions. Unlimited tags, screens, and no-install clients deployed using innovative Web-Launch technology mean that customers can focus on making data available, without being hung up by cost. The ability to connect to any number of databases and the ability to open multiple web-launched design clients at no additional cost further expand the software's value.

Ignition builds upon Inductive Automation's experience in the industrial software arena, consolidating and enhancing the company's previous FactorySQL and FactoryPMI products. "Existing users of FactorySQL and FactoryPMI will feel right at home with the new platform, which is fully backwards compatible," Mr. Hechtman states, "and they will immediately recognize the weight of their feedback in this new release. New features like the SQLTags Historian make the software easier to use and more efficient."

Ignition by Inductive Automation™ delivers unprecedented value to companies large and small. Many diverse architectures are possible, from a stand-alone HMI to large-scale, geographically distributed installations. "We're pulling out all stops with this new release," says Mr. Hechtman. "We invite everyone to download Ignition today from our website and see how fast and easy it is to get started."

For more information regarding Ignition's features, visit www.inductiveautomation.com or call (800) 266-7798.

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