

## Email 2

### Subject Line: Coming Soon, ICONICS GENESIS Version 11 Supercharges Alignment & Interoperability with Mitsubishi Electric Products!

Dear {{Recipient.FirstName}},

As you probably know, version 11 - the next generation of ICONICS' automation software, GENESIS - is coming later this year. Version 11 delivers flexibility, scalability, and security from the core with its modern development base and brings a host of improvements to enable industrial automation and digital transformation. Three of these improvements include:

- More functionality and interoperability with the Mitsubishi Electric family of products
- Expanded third-party connectivity
- Asset Builder templates

Now in version 11, we've expanded the scope of the native communication enabled with the broad portfolio of Mitsubishi Electric equipment. Prior versions established steady and reliable communication with Mitsubishi Electric's PLCs and GOTs, but now this list includes robots and VFDs as well.

What does this mean for customers?

- Fewer data hops to achieve projects since these new connections broaden the horizon of project integration and allow for direct connection
- Rapid system deployment since Asset Builder templates allow for automatic, out-of-the-box display generation for robots and inverters showing device status, trends, and preventative maintenance information

ICONICS continues to improve our vast array of third-party connectivity. Knowing that many SCADA systems need to connect to various systems, ICONICS has also added improvements in OPC and BACnet connectivity.

Oliver Gruner, ICONICS Director of Business Development, shares how these upgrades coming in version 11 will streamline operations for customers and partners in this video:

[Embed video of Oliver]

Stay tuned for more on version 11's advancements, and in the meantime, have a look at our blog: [\*ICONICS GENESIS Version 11 Boldly Goes Where No Automation Software Has Gone Before.\*](#)

Kind regards,

ICONICS

Video Title and Description for Oliver Video:

**ICONICS GENESIS Version 11: Expanded Interoperability with Mitsubishi Electric Products**

Coming later this year, GENESIS version 11 enhances industrial automation and digital transformation with improved flexibility, scalability, and security. Key upgrades include expanded native interoperability with the Mitsubishi Electric product line, now encompassing robots and VFDs alongside PLCs and GOTs. This expansion allows for fewer data hops, rapid system deployment through Asset Builder templates, and enhanced third-party connectivity, including improved OPC and BACnet integration.

Subscribe to our [Version 11 Updates mailing list](#) for more updates, availability, and exclusive insights into how this release can transform your digital transformation journey.