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Siemens link huge advance

By Jim Jamleson
 Staff Reporter

The future keeps getting brighter for Intrinsic Software Inc.

The Vancouver-based software solutions company [www.intrinsic.com] (CDNX:ICS) announced another major agreement yesterday — this time with Siemens AG, the German-based electrical engineering and electronics giant.

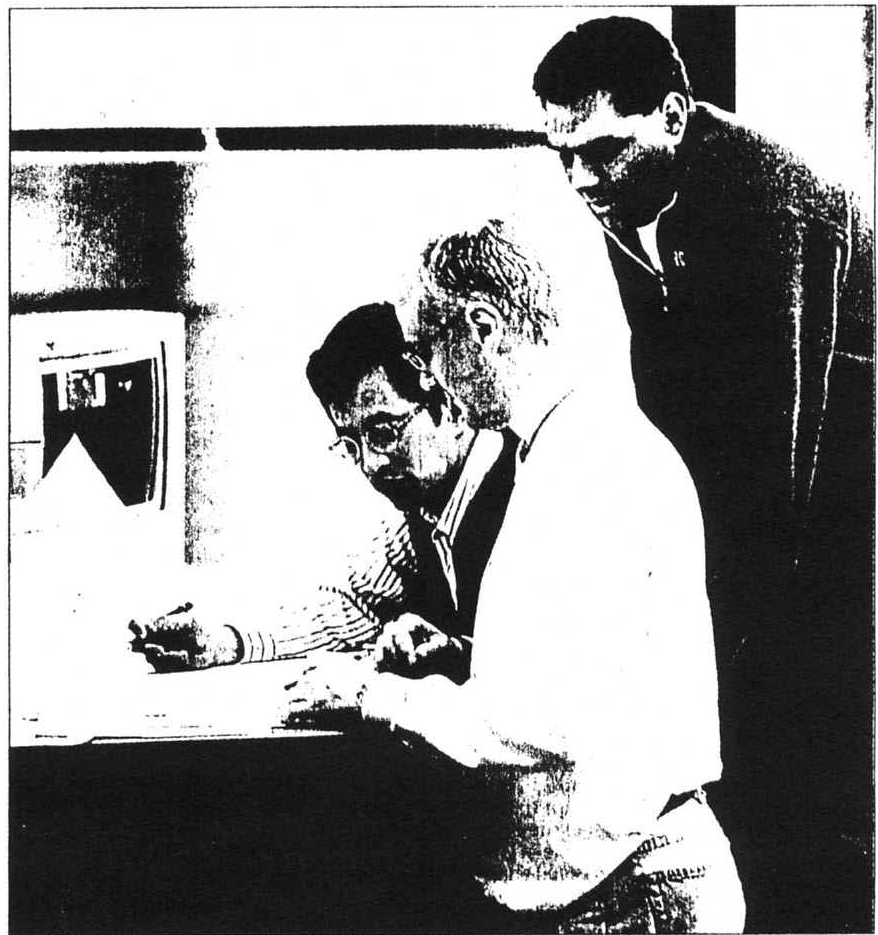
The deal, which follows others in recent months with Ford Motor Company and Microsoft Corp., is with Siemens' Automation and Drives division to provide embedded networking solutions and services to Siemens' Human Machine Interface (HMI) panels.

HMI panels display what the controllers and the various sensors on the factory floor are receiving. They are the key interface panel from the technician to the factory floor. The panels are used in virtually every modern industrial manufacturing operation.

"Siemens, collectively, is probably the single largest opportunity for Intrinsic," said Rod Campbell, chief financial officer.

"Siemens is the gorilla in industrial automation. It really is a tremendous step for us, because when you're partners with Siemens and are identified as their sole system integrator for North America it has a lot of weight when you talk to any other prospective customer. It's a great validation of our expertise in industrial automation."

Siemens AG is the seventh largest private employer in the world, with 440,000 employees in 190 countries. The company offers more



Ric Ernst — The Province

Intrinsic engineers from left, Frank Chan, David Ranta and Harkamaljit Shergill work on a software solutions problem yesterday at the company's Vancouver headquarters.

than one million products, with sales in 1999 at \$75 billion US.

Campbell declined to estimate how much new revenue the relationship would mean.

"It's hard to identify what the revenue opportunities are going to be, but we believe this will create 20 or 30 new relationships for us

in the next 12 months," said Campbell, adding that the company would be expanding its workforce in step with new business.

He said the deal with Siemens represents a change in the company's approach to bundled software in its flat panels — of which they ship about 100,000 units a year.