



## "Revolutionary Data Visualization"

Founded in 1996, Kinesix Software is a 2006 HBJ Fast Tech 50 Winner, one of Rice Alliances most promising information technology companies as well as being the software chosen to have a major role in the 2008 Beijing Olympics .

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

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### Energy Industry Sees New Possibilities for HMI Technology

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Back in April, Kinesix exhibited at the 7th-annual SPE Digital Energy Conference, held at the George R. Brown Convention Center in Houston. The conference focused on how the oil-and-gas industry can embrace data advances such as system interoperability, improved integration and predictive analytics. What does this mean for oil-and-gas producers? More advanced software requiring sophisticated front-end interfaces.

If you're in the petroleum business and want to learn how Kinesix can bring powerful data visualization to your IT systems, contact us at 713-953-8300 or [kx\\_info@kinesix.com](mailto:kx_info@kinesix.com).

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### Kinesix Partners with Korean-Based Soltron Corp., Continues Growth Into Asian Market

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Kinesix recently signed a deal to partner with Korean-based Soltron Corporation, which provides custom hardware and software solutions for SCADA and DCS control systems in the water-control, aerospace and steel industries.

The partnership, which follows a similar deal with Chinese software developer Shengzuo Software Technology, will enable Soltron to sell customized command-and-control graphics for complex data.

"Our recent partnership with Soltron is a further example of the growth and success Kinesix has experienced in the Asian market," said Russ Jamerson, CEO of Kinesix. "With our software, Soltron can now bring a complete human machine interface solution to its customers."

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*"The scalability of the Kinesix solution means Sammi can reliably handle as much or as little data that is thrown its way."*

Kinesix Aerospace  
Customer

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a complete human machine interface solution to its customers."

For more information on this strategic partnership got to [www.Kinesix.com](http://www.Kinesix.com) or to learn more about Soltron, you can visit their Web site at [www.soltron.com.uk/](http://www.soltron.com.uk/) (Korean-language).



## Q&A Corner-

### **As Director of Business Development, Kinesix's Ryan Ladisic Knows a Thing or Two About Successful Sales**

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You may recall that, in March, Ryan Ladisic joined the Kinesix team as our new Director of Business Development -- a sign of our growing sales efforts. Since then, we have picked up even more business-development momentum, particularly in Asia. Below, Ryan shares a little bit about the company's sales strategy and plans for the future:

Q: So are you mainly focused on sales overseas?

A: No. Clearly we have had great success in markets like Australia, Canada, China and most recently South Korea. We will continue to support them with both our flagship product, Sammi and our latest industry leading technology, KX EDGE. These partnerships will remain fundamental to our long term success.

With the U.S. markets we feel the energy sector is the area where we will make the most gains over the next year. As margins shrink and competitive pressures build, companies who are potential customers will look for ways to drive costs out of their product lines. One fundamental way to do this is by incorporating a COTS solution like our KX EDGE as the visualization component. And to date those companies who have made that shift have realized significant short term savings on internal development and even greater long term savings on recurring maintenance and support.

**Be sure to check in with Kinesix's executive-management team in our next newsletter, where we will answer more of your burning questions about HMI and SCADA technology.**

