



### **GE Launches PowerOn™ Precision to Deliver Real-life Benefits of Managing the Demand and Supply of Power on the Electric Grid**

SAN DIEGO—September 18, 2012—A current challenge utilities face—reducing the rise in peak demand along with its high costs—just became easier. Utilities will welcome GE’s (NYSE: GE) new PowerOn™ Precision demand optimization technology to help ensure a more energy-efficient, reliable grid with economic benefits to both energy providers and consumers.

PowerOn Precision is a demand response management system that allows GE utilities to manage peak demand and/or provide support for grid stability and operations. The new technology is a comprehensive solution that uses proven GE software and continuous-learning algorithms to deliver dynamic pricing incentives and direct load control capabilities to consumers. Designed with open standards and a modular architecture that increases the functionality, flexibility and ease of integrating future technologies into the system, this solution delivers real-life benefits of greater power reliability, a cleaner energy mix and consumer empowerment. Utilities can reduce operational costs while consumers can lower their electric bills as the smart grid becomes more efficient.

By empowering consumers, PowerOn Precision helps contribute to economic development and a greener use of energy. Residential, commercial and industrial consumers will be able to participate in rate programs to adjust their energy usage and make other consumption-changing moves. In many cases, they can qualify for energy discounts and bonuses that lower their electric bills without affecting their way of life. The result is a better balance of power demand with available power supply to meet peak-time loads. GE’s smarter solution optimizes the load while minimizing the impact on participating customers.

“Today’s energy challenges are making us re-think how we deliver energy,” said Mike Carlson, general manager—smart grid solutions for GE Energy Management’s Digital Energy business. “Increased peak demands, growing grid constraints and power interruptions are costly to global businesses. The demand optimization technology that utilities can implement will enable more reliable, efficient and cleaner energy, spurring economic development and improving lifestyles.”

PowerOn Precision enables several forms of communication—from home energy portals and smart appliances to building management systems, electric vehicle charging stations and other energy management systems. The solution will help lower the peaks of energy demand that occur throughout each day and during energy-intensive events, such as heat waves, adjusting the most practical loads at the right time and locations.

As PowerOn Precision continues to be implemented across the U.S., Europe and other regions, GE’s technology will help utility partners better manage the demand side of business, enable consumers to make smarter energy decisions and power a more productive and sustainable energy future.

GE Energy Management’s Digital Energy business is a global leader in protection and control, communications, power sensing and power quality solutions. Its products and services increase the reliability of electrical power networks and critical equipment for utility, industrial and large commercial customers. From protecting and optimizing assets such as generators, transmission lines

and motors, to ensuring secure wireless data transmission and providing uninterrupted power, GE Energy Management's Digital Energy business delivers industry-leading technologies to solve the unique challenges of each customer. For more information, visit <http://www.gedigitalenergy.com>.

## About GE

GE (NYSE: GE) works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance. Building, powering, moving and curing the world. Not just imagining. Doing. GE works. For more information, visit the company's website at [www.ge.com](http://www.ge.com).

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