



GE and Google Agreement Allows Utilities Anywhere to Tap Familiar, Easy-to-Use Maps Platform to Boost Productivity

- *Initiative Supports GE's Strategy to Simplify, Enhance and Improve Data Visualization*
- *Agreement to License the Access to Google Maps API for Business Unites Global Geospatial Technology Solution Providers*
- *Google's Android Platform Will be Utilized by GE to Augment Existing Portfolio of Geospatial Systems*

ATLANTA—February 12, 2013—A new agreement announced today between GE (NYSE: GE) and Google (NASDAQ: GOOG) will integrate Google Maps data into GE's Smallworld™ electrical, telecommunications and gas applications. GE, a leading provider of geospatial analytical tools and insight, and Google, a provider of map services with more than 1 billion monthly active users, will help utilities increase productivity based on the ability to visualize and analyze their data with GE's Smallworld product suite. The combined solution will enhance the existing network visualization capabilities and will allow utility customers to receive incremental efficiency and productivity of operations in the field. By enhancing the ability to visualize data on a map, utility customers will be able to quickly provide their end-use customers with important information such as outage restoration times and will help to more efficiently manage their network assets.

"We are relentlessly looking at ways to bring value to our customers and this agreement brings together two world-leading solutions providers to help improve productivity," said Bryan Frieauf, product line leader—software solutions for GE's Digital Energy business. "Millions of people are already familiar with Google Maps as seen on their computer screens in the office or on mobile devices in the field. Now we're able to bring that familiarity to our Smallworld products so that our customers can use a platform that's completely customized for their assets and networks."

GE developed a set of small focused applications for the Web, mobile devices and desktops. Google's rich mapping content will form an integral part of GE's solutions, strengthening the existing geospatial capabilities of GE's Smallworld products by providing out-of-the-box base mapping as well as visualization and analytics capabilities. GE's Distribution Management Systems and Outage Management Systems also will utilize Google's mapping content in the context of operational control of electricity networks. Notably, for field operators, GE will utilize Google's Android platform to augment its existing portfolio of mobile products. The new portable solution will integrate Google Maps, providing better contextual information to users in the field.

"By using Google Maps and our API offering, GE is providing its customers with the advantage of a simple and intuitive user interface. Because so many people already know how to use Google Maps, this allows GE's Smallworld technology to be an even more powerful enterprise solution," said Tarun Bhatnagar, director, Google Geo Enterprise. "Both GE and Google have a heritage of innovation, and we look forward to working together to provide new ways to use and visualize data on a map."

GE's Smallworld geospatial solutions efficiently design and model complex network infrastructures while supporting asset management lifecycle processes and producing solutions for companies with complex network asset management problems. The agreement will deliver those solutions for applications such as business intelligence, engineering, Web clients, schematics, corridor management and enterprise gateway.

"We believe together, GE and Google will utilize their unique combination of technical talent and capabilities to significantly enhance the efficiency of their operations in a wide array of applications," said Friehauf. "Ultimately, our customers will notice significant benefits from this new agreement."

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.

Follow GE Energy Management and its Digital Energy business on Twitter [@GE_EnergyMgmt](https://twitter.com/GE_EnergyMgmt) and [@YourSmartGrid](https://twitter.com/YourSmartGrid).

About Google Maps and Earth Enterprise: <http://www.google.com/enterprise/earthmaps/maps.html>.

###

For more information, contact:

Ellen Dowell
GE
Digital Energy
+1 678 742 1529
ellen.dowell@ge.com

Matt Falso or Howard Masto
Masto Public Relations
+1 518 786 6488
matt.falso@mastopr.com
howard.masto@ge.com