



### **GE to Supply Its Advanced Distribution Management System to Reykjavik Energy to Help Modernize Iceland's Electricity Grid**

- *GE to Provide PowerOn™ Advantage Advanced Distribution Management System along with Seven Years of Maintenance and Service for the System*
- *GE's Advanced Software Technology Platform will Reduce Reykjavik Energy's Cost and Improve the Quality of Its Power Supply*

REYKJAVIK, ICELAND—February 17, 2015—Helping to modernize and optimize the utility grid in Iceland, GE's Digital Energy business (NYSE:GE) today announced that it will provide Reykjavik Energy—Iceland's largest utility company—with its [PowerOn™ Advantage advanced distribution management system \(ADMS\)](#). The addition of GE's grid software will enable Reykjavik Energy to reduce operational costs while also improving functionality and the quality of the power it supplies to the Reykjavik population.

Reykjavik Energy's electrical distribution network serves more than half of Iceland's population. Its existing SCADA platform has been in service since 1996. By implementing GE's PowerOn Advantage ADMS, [Reykjavik Energy](#) will be able to continuously access critical grid information, advancing the functionality of its network and helping to modernize its grid.

"Iceland is a forerunner country in modern energy production with virtually 100 percent of its electricity generated from renewable resources such as geothermal and hydro. Enjoying these high-quality power sources encouraged us to improve our distribution management system," said Runar Svavar Svavarson, technical manager of Reykjavik Energy's electrical systems. "GE's PowerOn Advantage system enables us to improve our control over our electricity grid and to provide our customers with the high-quality power they require in a cost-effective way."

In addition to providing Reykjavik Energy with its [PowerOn Advantage ADMS](#), GE also will provide the utility with seven years of maintenance and service per the agreement. The PowerOn Advantage solution will be delivered from GE's development center in Livingston, Scotland.

"A utility's ability to control its network and manage the people working on its power system is fundamental to ensuring a safe and reliable power system for its customers and employees," said Magnus Rosenblad, account director for the Nordic region, GE's Digital Energy business. "Our PowerOn Advantage provides utilities with a single, yet modular, ADMS platform that equips grid operators with real-time information to help keep the lights on, prevent and rapidly respond to outages and maximize the utility's return on network investment."

GE's Digital Energy business is a global leader in transmission and distribution solutions that manage and move power from the power plant to the consumer. 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 delivering analytic tools to help manage the power grid, GE'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 Reykjavik Energy

Reykjavik Energy is a public utility company serving 20 communities in Iceland, covering 67 percent of the population. The Company provides electricity, geothermal water for heating, potable water and operates sewerage systems. For more information, visit the company's website at, [www.or.is](http://www.or.is).

## About GE

GE (NYSE: GE) imagines things others don't, builds things others can't and delivers outcomes that make the world work better. GE brings together the physical and digital worlds in ways no other company can. In its labs and factories and on the ground with customers, GE is inventing the next industrial era to move, power, build and cure the world. [www.ge.com](http://www.ge.com)

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