



### **GE Executive Proposes New Solution for Municipal Utilities To Meet Our 21<sup>st</sup> Century Needs**

*Address at Municipal Smart Grid Summit Outlines a Complete Smart Grid Solution Offered in a Low Risk, High Value Structure with Low Capital Requirements*

**Atlanta, GA – July 26, 2011** – GE’s Mike Carlson introduced a plan for a new smart grid solution in an address at the Municipal Smart Grid Summit in Florida today. Increased productivity, reduced operational expenses and minimal integration risks were touted as key benefits of a solution tailored specifically for small to mid-market utilities. Carlson outlined the dramatic changes facing municipal utilities, the resulting challenges that must be overcome to thrive in the 21<sup>st</sup> century and GE’s planning of a “wing-to-wing” solution for meeting those challenges.

“Power, gas and water needs are growing as our infrastructure continues to age and electricity prices continue to rise,” said Mike Carlson, General Manager, Smart Grid Solutions for GE’s Digital Energy business. “Global electricity demand is expected to increase 75% by 2030, and population growth is expected to outpace expansion of available freshwater. Digital technology communications and energy infrastructure are converging, and our utility infrastructure is becoming more complex. These challenges are driving a mature industry to adopt new approaches to managing its products and services.”

As a result, Carlson said small to mid-market utilities need to think in a new way, look for solutions to better manage resources, identify options to manage data complexity easily, and find new technologies to optimize energy delivery ... all in an easier and less capital- intensive solution.

“A constantly changing environment requires a constantly evolving solution,” said Carlson as he laid out GE’s plans for a new smart grid solution for small to mid-market utilities, featuring three options of delivery models: implemented solutions, GE-hosted data service and service-based offerings. The integrated smart grid solutions include:

- Advanced Metering Infrastructure
- Meter Data Management Systems
- Demand Response Management System
- Geospatial Information Services
- Outage Management System

The solution will also integrate with existing utility systems, such as customer information systems, integrated voice response and customer billing.

“GE’s model offers tremendous benefits to the small to mid-market utilities and its consumers,” continued Carlson. “It offers the utility the opportunity to play in a space traditionally deployed by larger utilities, accelerates deployment with immediate benefits and offers advanced capabilities while

reducing or eliminating the upfront costs of ownership. For consumers, it enables programs such as electric vehicles and brings the promise of the smart grid to life faster. More importantly, it allows active energy management for today and tomorrow.”

## **About GE**

GE (NYSE: GE) is an advanced technology, services and finance company taking on the world’s toughest challenges. Dedicated to innovation in energy, health, transportation and infrastructure, GE operates in more than 100 countries and employs about 300,000 people worldwide. For more information, visit the company's Web site at [www.ge.com](http://www.ge.com).

GE also serves the energy sector by providing technology and service solutions that are based on a commitment to quality and innovation. The company continues to invest in new technology solutions and grow through strategic acquisitions to strengthen its local presence and better serve customers around the world. The businesses that comprise [GE Energy](#)—GE Power & Water, GE Energy Services and GE Oil & Gas—work together with more than 90,000 global employees and 2010 revenues of \$38 billion, to provide integrated product and service solutions in all areas of the energy industry including coal, oil, natural gas and nuclear energy; renewable resources such as water, wind, solar and biogas; as well as other alternative fuels and new grid modernization technologies to meet 21<sup>st</sup> century energy needs.

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