



PRESS RELEASE

GE Digital Energy Keeps the Power Flowing to Denver Television Stations

GE's Uninterruptible Power Supply (UPS) technology helps keep local CBS and ABC networks uninterrupted

Lombard, Illinois – January 7, 2009 – Alleviating the concern over power outages is paramount to television stations and for Denver's CBS4--KCNC-TV, and ABC7--KMGH-TV, GE Digital Energy delivers uninterrupted power so the show can go on.

"Providing on the air news and information remains a fundamental tenant of who we are. In a crisis, natural disaster or weather emergency, television is a critical resource for the community," said David Layne, CBS4 Director of Building Operations and Engineering Technology. "A few years ago, television stations may have been willing to go without back-up power. Now, with new digital technologies, our responsibility to the community, and the 24/7 news cycle, it is critical to remain uninterrupted."

Ensuring power stability and best-in-class back-up power technology was a top priority for CBS4 and ABC7 when they constructed the new consolidated digital television (DTV) tower and building on Lookout Mountain in suburban Denver. Television towers are very susceptible to lightning strikes which can potentially cause power outages, brownouts or online power spikes, so a strong, reliable back-up power solution was critical.

"The Lookout Mountain project gave us the opportunity to build a state of the art back-up power system from the ground up," said Eric Buckland, CBS4 Engineering Manager. "Based on the critical needs of this project, the strength and reputation of GE's UPS products, and their strong local sales and service team, we decided to go with a dual GE UPS system."

In the event of a power outage, GE's Uninterruptible Power Supplies (UPS) bridge the gap between utility power and an alternate back-up power source, such as a generator, ensuring power service remains uninterrupted. Just this last summer, while their competitors went off the air, the UPS transfer of power was so seamless that CBS4 and ABC7 were unaware of a power failure until they heard about it from the other television stations. "Our GE UPS systems operated flawlessly and kept our power and broadcasts going," said Layne.

"In today's digital world, where uptime is critical, GE's investment in UPS technology is helping Denver television viewers stay tuned in," said Steve Smith, General Manager – Power Quality, GE Digital Energy. "We are committed to helping our customers ensure reliable, uninterrupted power for mission critical operations, from television stations to hospitals and data centers. Using industry-leading GE technology, we are proud to help Denver television viewers stay connected."

To learn more about GE Digital Energy's UPS products, visit: www.gedigitalenergy.com/pg.

To read the case study, visit: www.gedigitalenergy.com/UPSDenver.

About GE Digital Energy:

GE Digital Energy, a division of GE Enterprise Solutions, 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 uninterruptible power, GE Digital Energy delivers industry-leading technologies to solve the unique challenges of each customer. For more information, visit <http://www.gedigitalenergy.com>.

About GE Enterprise Solutions:

GE Enterprise Solutions elevates customers' productivity and profitability with integrated solutions using sensors and non-destructive testing; security and life safety technologies; power system protection and control; and plant automation and embedded computing systems. Enterprise Solutions' high-tech, high-growth businesses include Sensing & Inspection Technologies, Security, Digital Energy, and GE Fanuc Intelligent Platforms. The business has 17,000 problem-solving employees in more than 60 countries around the world.

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Media Contact

Donna Mirandola
Communications Manager
GE Digital Energy
1-905-201-2407
donna.mirandola@ge.com