



GE and ike^{GPS} Improve Utility Worker Efficiency with Mobile MapSight Device

- *Innovative Utility Data Collection Capabilities of ike^{GPS} Technology Now Offered as GE-branded MapSight*
- *Dramatically Improves Field Crew Speed and Efficiency with Remote Measurement Capability*
- *Able to Feed Data Directly to GE's FieldSmart™ Mobile Application and SmallWorld™ Technology Suite*

ATLANTA—December 19, 2013—Improving field utility worker efficiency and building on its advanced utility asset measurement offering, [GE's Digital Energy business](#) (NYSE: GE) has announced it is branding ike^{GPS}' innovative field measurement product as MapSight. This revolutionary solution integrates laser, camera and GPS technologies, enabling utilities to quickly and accurately collect measurement and location data on any of their joint-use utility poles or field assets.

The MapSight solution addresses many complexities of field data collection. It dramatically reduces the time required and cost incurred to collect joint-use pole data such as wire heights, widths, clearances, attachment points, diameters and span heights. The MapSight solution—which provides front-end remote measurement and data collection for utility assets—works seamlessly with GE's [SmallWorld™ Electric Office](#) to provide an end-to-end data collection solution for utility workers. Once collected, the MapSight device can feed data directly into GE's [FieldSmart™](#) mobile applications and [SmallWorld](#) technology suite. Using the device, utility workers can greatly improve field data collection efficiency, typically reducing the time required to collect utility asset data by more than 50 percent.

"ike^{GPS} is proud to announce that our solutions to the electric utilities segment have been integrated with GE's software and branded as MapSight," said Glenn Milnes, CEO, ike^{GPS}. "This agreement further validates the one-of-a-kind measurement capabilities that our solution offers GE and its utility customers."

[MapSight](#) enables field utility workers to remotely capture the location of their utility assets and every necessary measurement from a single photograph. This ability enables utility workers to measure the height of a span, the height of an object when the base is not visible and the distance between any two poles or points in the field and in real time. The geo-located photo provided by MapSight allows for further measurements to also be performed in the field. Another advantage of MapSight is that the unit provides field workers with consistent data, taking the guesswork out of measuring utility poles and assets. With the unit's ability to geo-locate and time stamp photos, utility workers can easily verify when and where a measurement was made.

"Together, GE and ike^{GPS} have created an end-to-end solution set for field utility data collection and analyzation," said Bryan Frieauf, product line leader—software solutions, GE's Digital Energy business. "Previously, data had to be collected manually using analog tools such as hot sticks, measuring wheels and a pen and paper. Our MapSight device streamlines the data collection and analyzation processes for field utility workers by enabling the collection of joint-use utility pole data quickly, digitally and remotely on a single, easy-to-use platform."

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 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 ike^{GPS}

ike^{GPS} has grown from an idea of a New Zealand engineer surveying radio sites in Kenya to a company delivering location-based measurement solutions across the globe - quickly becoming a leader in laser-camera-GPS technology and photogrammetry and 3D modelling software solutions.

The ike^{GPS} team is committed to producing cutting-edge solutions for utilities. Our solutions are used globally by electric utilities, energy companies, telecommunications companies, and contracted service providers. For more information, visit the company's website at www.gemapsight.com.

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