



The energy behind your business.

Who We Are

GE's Critical Power business provides mission-critical facilities with end-to-end solutions to ensure that equipment and processes are not interrupted and are protected from power system anomalies. The business offers a single power solution provider, from design to installation to after-market services, to meet increasing demands for reliable, uninterrupted power. We provide mission-critical customers such as data centers, healthcare facilities and telecommunication networks with end-to-end product and service solutions to ensure power quality and maintain uptime to crucial equipment during power disturbances and outages..

What We Do

Power Switching

- Products for emergency standby, back-up power supply management, and spike or surge protection with installation and maintenance services for datacenters, hospitals, telecommunications, financial institutions, transportation and industrial mission-critical applications.

Uninterruptible Power Supplies (UPS)

- Products and services to provide continuous power supply and conditioning for mission critical applications with global installation and maintenance services in datacenters, hospitals, financial institutions, telecommunications networks, wind energy, transportation and industrial.

DC Energy Systems

- Provide solutions for telecommunications, wireless, and cable broadband service providers leveraging turnkey project management, engineering, installation, and maintenance services experience.

Embedded Power

- Products for AC-DC OEM embedded power supplies for datacom, telecom, medical, and industrial applications.
- Products for DC-DC OEM conversion solutions for board mounted power applications in communications, computing, storage, industrial, medical, and military markets.

Why We Are Different

GE's Critical Power business ensures the industry's best customer experience built on a foundation of world-class operations.

- End-to-end Total Efficiency™ architecture that dramatically reduces utility and cooling costs
- Technology designed for decades of reliable use in extreme environmental conditions
- Power monitoring and switching to emergency/backup power sources
- Protecting critical loads from spikes and surges preventing equipment failure and damage
- Services for complex site engineering and deployment programs; to full operations and lifecycle management
- Provide GE Capital retrofit financing programs with customized lease programs and terms to support equipment upgrades and retrofits
- ENERGY STAR™-rated, eBoost-equipped UPS increases efficiency, reduces energy consumption and costs, and allows for substantial savings over time



Contact Us

For more information, call us toll free at **888-546-3243**, or +1 972 244 WATT (9288) and visit us on the Web at www.gecriticalpower.com



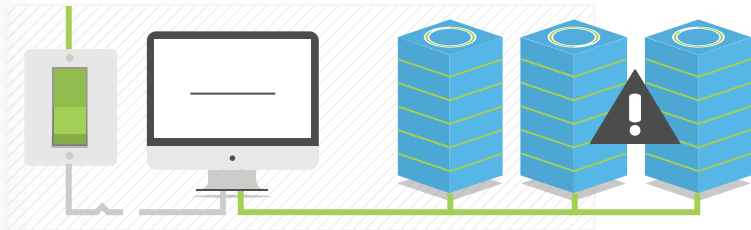
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CRITICAL POWER

WHAT IS IT ?

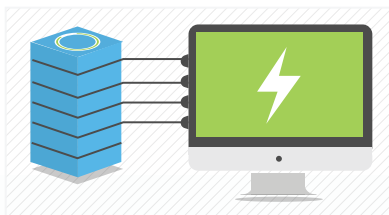
Critical power systems are energy management systems that detect outages, start back-up generators, and provide clean power to mission-critical equipment.



▶ IMPORTANT TO THIS SYSTEM

is equipment that includes:

- ▶ **Uninterruptible Power Supply (UPS) System** : a battery-powered AC backup system that ensures continuous power delivery to electronic and electrical applications
- ▶ **DC Energy Systems** : a battery-powered DC backup system that ensures continuous power delivery to electronic and electrical applications
- ▶ **Automatic Transfer Switches (ATS)** : power transfer products for emergency standby and critical power applications
- ▶ **Paralleling Switchgear (PSG)** : back-up power supply for capacity/emergency applications with more than one power source
- ▶ **Surge Protective Devices (SPD)** : spike or surge protection to ensure power quality



WHY DO WE NEED IT ?

▶ DATA IS GROWING



Over the next decade, the amount of information managed by data centers will grow by a factor of **50**.

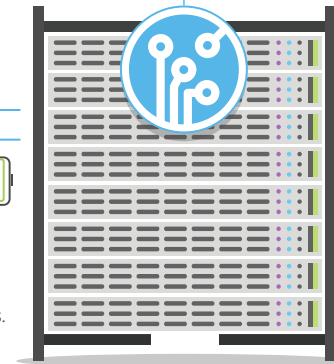
Currently, these data centers consume **247 TWh** per year of electricity.

That's equivalent to **4.1** times the amount used by New York City. By 2025, the amount will grow to the equivalent of between 9 to 14 mega cities.

▶ EMBEDDED POWER

AC/DC power supply modules for datacom or distributed power servers

DC/DC circuit board mounted power modules with higher densities and improved efficiencies



Aggregate electricity use for data centers doubled worldwide from 2000 to 2005, and continues to grow.



The EPA identified adoption of higher efficiency UPS systems as a key factor in reducing datacenter power consumption.

▶ MISSION CRITICAL FACILITIES,

if destroyed, would disrupt business continuity, public health, safety, or national security, such as:



Which are vulnerable to

- Natural disasters, such as hurricanes and tornados
- Manmade disasters, such as terrorist acts
- Routine power outages

WHAT HAPPENS WITHOUT IT ?

▶ ANNUALLY

Outage costs to society amount to ▶ **\$119 billion**
Power interruptions to U.S. electricity consumers cost ▶ **\$79 billion**

▶ IN ONE HOUR, the revenue lost:

For a third of businesses would exceed ▶ **\$50,000**
For a major corporation can range up to ▶ **\$6.5 million**