



Jenny Tenbush
Information Design I
5.7.08

GE
Energy

Brand Book



Signature

Signature



Billboard



Billboard



Renewable Energy Solutions

At GE, we know that renewable energy will be an integral part of the world energy mix throughout the 21st century. Our commitment is to help our worldwide partners and customers design and implement wind energy solutions for their unique energy needs.




GE is one of the world's leading wind turbine suppliers. With over 8,400 worldwide wind turbine installations comprising more than 11,300 MW of capacity, our knowledge and expertise spans more than two decades.

With wind manufacturing and assembly facilities in Germany, Spain, China, Canada and the United States, our current product portfolio includes wind turbines with rated capacities ranging from 1.5 to 3.6 megawatts and support services ranging from development assistance to operation and maintenance.




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Power From the Sun

GE's solar electric power systems and products offer high quality, reliable power generation technology for residential, commercial and industrial applications. By partnering with the sun, solar energy can supply local power for on-and off-grid applications with zero noise pollution and air emissions.

Simply Solar

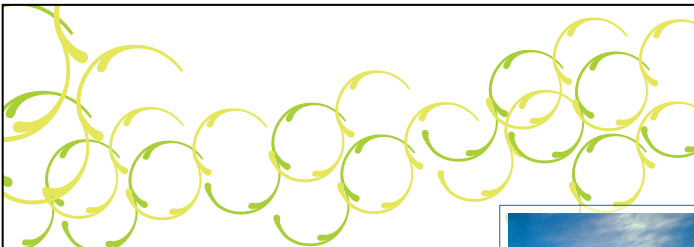
Our solar module product line spans a range from 66 to 200 watts. All modules are designed and manufactured to meet international safety and performance certifications. The modules feature heavy duty anodized frames to give strength and convenient mounting access and weather-resistant junction boxes for easy and safe field interconnection.

GE makes solar simple. Our new Brilliance Pre-packaged Solar Systems are easy to install and designed to supply years of maintenance-free operation. Each system includes all the components necessary for a complete installation and is designed to be compatible with a wide variety of roof types and materials.

Solar electric power is one of the best ways to maximize the efficiency of commercial and industrial buildings, carports, and open spaces.


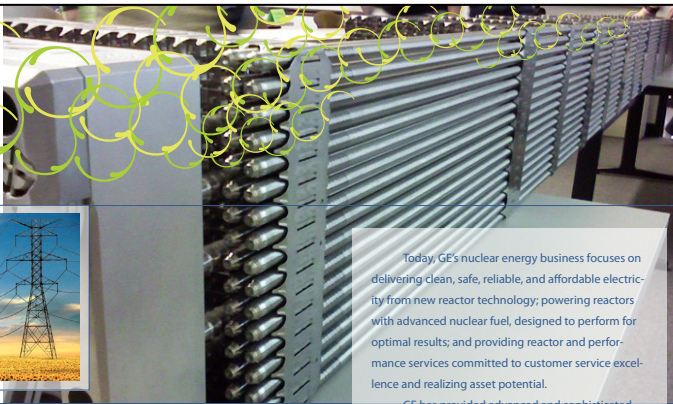


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Nuclear Energy

Today, nuclear energy supplies 16% of the world's electricity, avoiding the emission of about 2.5 billion tons of carbon dioxide every year that would otherwise be generated by fossil fuel solutions, such as supercritical pulverized coal. GE has provided advanced and sophisticated technology for nuclear energy for over five decades.

Today, GE's nuclear energy business focuses on delivering clean, safe, reliable, and affordable electricity from new reactor technology; powering reactors with advanced nuclear fuel, designed to perform for optimal results; and providing reactor and performance services committed to customer service excellence and realizing asset potential.

GE has provided advanced and sophisticated technology for nuclear energy for over five decades. Four main product lines support this capability.



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Cutting Edge Technology

GE's commitment to customer value and technology evolution is demonstrated in our ongoing investment in product development. Our world-class steam turbine low pressure development test facility provides state-of-the-art LP test capabilities and contributes to our ability to validate new product designs.




Always on the cutting edge of steam turbine technology, GE offers a wide array of technological options to meet the most challenging energy requirements. Using an integrated approach that includes parts, service, repair and project management, we deliver results that contribute to our customers' success.

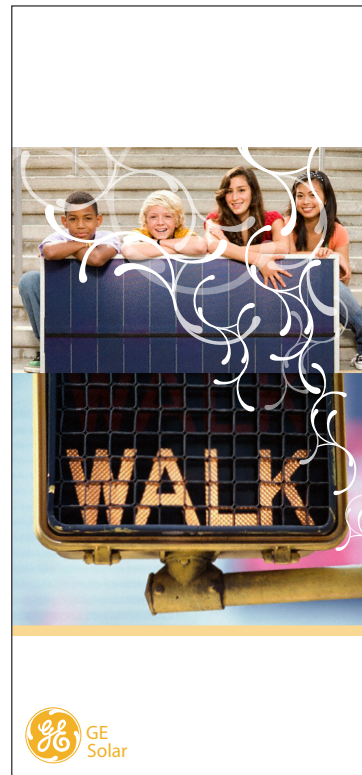
With over 530 GW of steam turbine capacity in more than 5,600 units installed or on order, GE is a world leader in the design, development and application of steam turbine technology. Throughout the range of sizes and applications, our steam turbines provide high reliability, sustained high efficiency and ease of maintenance.



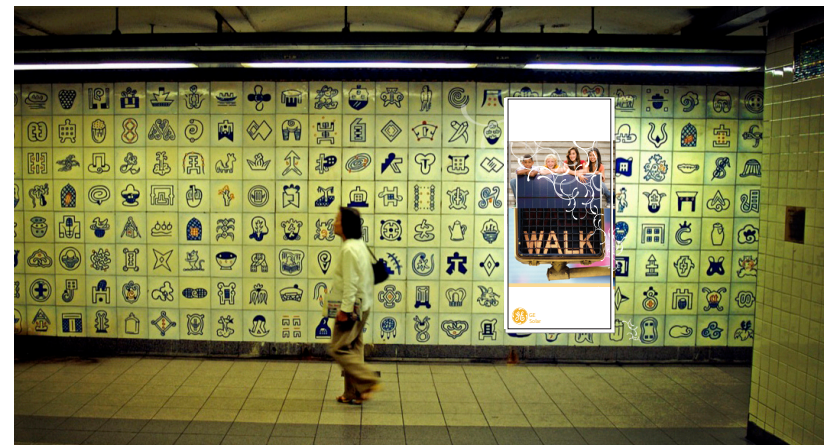
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Poster



Poster





Transportation



Website