



**PRESS RELEASE –EMBARGOED UNTIL TUESDAY, JULY 13, 9AM PT/12NOON ET**

## **GE Unveils Nucleus™ -- The Future of Home Energy Management**

***GE's new Nucleus serves as home energy command center; innovative technology puts energy choices in hands of consumers***

- Delivers real-time energy usage consumption to PCs, and smart phone applications.
- Educates consumers and empowers them to make decisions about how and when they use energy
- Brings the power of the smart grid into the home to help monitor water, gas and renewable energy sources

**SAN FRANCISCO, CA, July 13, 2010** – GE (NYSE: GE) today unveiled Nucleus™, an affordable, innovative communication and data storage device that provides consumers with secure information about their household electricity use and costs so they can make more informed choices about how and when to use power.

[GE's Nucleus](#) brings the promise of the smart grid into consumers' homes. As utilities deploy smart meters, the Nucleus will collect and store a consumer's household electricity use and cost data for up to three years, and present it to consumers in real-time using simple, intuitive PC and smart phone applications, helping consumers monitor and control their energy use.

Nucleus is the first product in GE's Brillion™ suite of smart home energy management solutions that will help consumers control their energy use and costs. In addition to Nucleus, GE's Brillion suite will include a programmable thermostat, in-home display, a smart phone application, and smart appliances for the entire home.

"Currently consumers have little more than a monthly utility bill to determine what they're using and spending," said Dave McCalpin, GM, Home Energy Management. "GE's Nucleus with Brillion technology was developed to provide [real-time information for more control over household energy costs and consumption](#). It serves as the command center for energy and cost conscious homeowners to make smarter, more informed decisions."

By 2012, US utilities are expected to install more than 40 million smart meters.<sup>1</sup> These digital meters enable utilities to charge "time-of-use" rates for electricity throughout the day. When demand is low, electricity will cost less, and when demand is at its "peak," utilities will charge more to encourage off-peak consumption.

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<sup>1</sup> Parks Associates Study referenced on SmartGridNews.com. "Bringing the Smart Grid to the Smart Home: It's not all about the Meter." [http://www.smartgridnews.com/artman/publish/Technologies\\_Metering\\_News/Bringing-the-Smart-Grid-to-the-Smart-Home-It-s-Not-Only-About-the-Meter-1711.html](http://www.smartgridnews.com/artman/publish/Technologies_Metering_News/Bringing-the-Smart-Grid-to-the-Smart-Home-It-s-Not-Only-About-the-Meter-1711.html). January 2010.

With these new pricing plans, however, comes the need for innovative technologies to help consumers manage their usage. Along with monitoring their whole-home energy consumption, consumers will have the option to automatically adjust thermostats or alter the consumption of GE Profile™ appliances with Brillion Technology in response to utility price signals.

Future Brillion options will also include alerts to assist consumers with daily tasks, such as when to change the refrigerator's water filter or when the dryer cycle ends. Software upgrades will further enable Nucleus to monitor water, natural gas, and renewable energy sources, as well as plug-in electric vehicle charging.

To view a video about GE's Nucleus [click here](#) and to view the website visit [www.GEBrillion.com](http://www.GEBrillion.com).

[Nucleus](#) is expected to be available for consumer purchase in early 2011 at an estimated retail price of \$149-\$199.

GE's suite of Brillion home solutions will include the Nucleus, as well as a programmable thermostat, in-home display, a smart phone application, and smart appliances.

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#### **About GE Appliances & Lighting**

GE Appliances & Lighting spans the globe as an industry leader in major appliances, lighting, systems and services for commercial, industrial and residential use. Technology innovation and the company's ecomagination(SM) initiative enable GE Appliances & Lighting to aggressively bring to market products and solutions that help customers meet pressing environmental challenges. General Electric (NYSE: GE), imagination at work, sells products under the Monogram®, Profile™, GE®, Hotpoint®, Reveal® and Energy Smart® consumer brands, and Tetra®, Vio™ and Immersion® commercial brands. For more information, consumers may visit [www.ge.com](http://www.ge.com).

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#### **About GE's ecomagination**

GE is driving a global energy transformation with a focus on innovation and R&D investment to accelerate the development and deployment of clean energy technology. Since its inception in 2005, more than 90 ecomagination-approved products have been brought to market with revenues reaching \$18 billion in 2009. With \$5 billion invested in R&D its first five years, GE committed to doubling its ecomagination investment and collaborate with partners to accelerate a new era of energy innovation. The company will invest \$10 billion in R&D over five years and double operational energy efficiency while reducing greenhouse gas emissions and water consumption. As part of the initiative, GE launched "GE ecomagination Challenge: Powering the Grid", a \$200 million financial commitment challenging innovators to join in building the next-generation power grid. For more information, visit the ecomagination website at <http://ge.ecomagination.com/index.html>.