

ecomaginationSM

Launch May 2005



imagination at work

Ecomagination TV



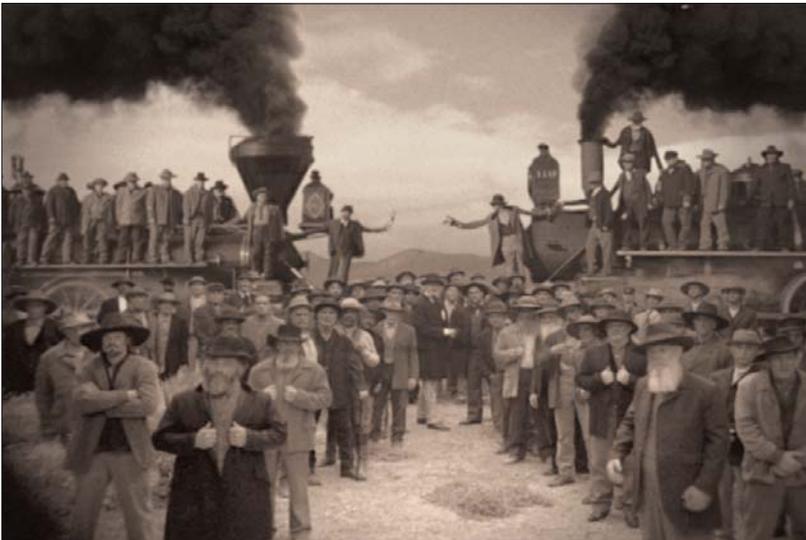
Singin' in the Rain



Model Miners



Rail



Tower



Ecomagination Print *Newspaper Insert*



ecomaginationSM

Imagine if we suddenly discovered a new resource. An inexhaustible resource. A readily available resource. One that could help solve the problems of an energy-hungry world. At GE, we think we've discovered just that. It's imagination. But maybe it's more appropriate to call it ecomagination. We're putting ideas into action by creating some very forward-looking technology that does the job with greater fuel efficiency, lower emissions, and reduced noise. At the same time, we provide services to help upgrade our customers' existing technologies for better environmental performance. Maybe, in time, we can help make the water a little clearer, the trees a little happier, the sky a little bluer, and the world a little closer to the way it was made. Just imagine it.





ecomagination™

Our latest cleaner coal technology will markedly reduce emissions compared to traditional coal plants while taking advantage of a plentiful, domestic fossil fuel. Which means cleaner air for everyone to breathe. Who would have thought coal could be so beautiful?



imagination at work





How do we keep the wild blue yonder wild and blue? Cleaner technology created with a healthy dose of ecomagination. The GEnx™ aircraft engine is being designed to meet or exceed aggressive performance targets while using dramatically less fuel and producing significantly lower emissions. If all goes according to flight plan, the air will be cleaner for all of us.





Can technology and the environment peacefully coexist? Ecomagination answers yes with the Evolution™ Series locomotive. Who would have dreamed that a 415,000 lb. diesel locomotive could have an environmental conscience? The Evolution locomotive is designed to be more fuel efficient and more powerful while it exceeds stringent EPA emissions standards, making the air cleaner and clearer for all. No small technological feat. This is the "little" engine that could. And will.





Are we letting one of the world's cleanest and most renewable power sources slip through our fingers? Here's where we apply a little ecomagination. GE Energy is one of the world's leading suppliers of wind energy products. Not only is wind energy renewable and easy to harvest, but one GE wind turbine can produce enough electricity for about 400 homes each year. Well worth a few bad hair days.





ecomagination

To learn more, visit ge.com/ecomagination



imagination at work

Ecomagination Print *Shadows*



The GEnx™ jet engine. A more fuel efficient, lower emissions, high-performance engine designed to move aircraft with less impact on the sky. Ecomagination gave this idea wings.

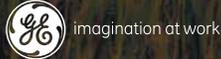
To learn more, visit ge.com/ecomagination.





Our cleaner coal technology will create energy with less emissions than traditional coal plants. When we use our ecomagination, we like to keep it clean.

To learn more, visit ge.com/ecomagination.



Ecomagination Print *Audubon*



Lapland Longspur and Freight Train
CHOO-CHOO TWEETUS TWEETUS



The Evolution is the cleanest GE locomotive ever made.  imagination at work
Just one way ecomagination is creating a better world.

Glossy Ibis and Smokestacks
NATURA HARMONIA



Cleaner coal technology.  imagination at work
Just one way ecomagination is creating a better world.

Red-breasted Snipe and the GENx Jet Engine

LESSUS POLLUTANTUS



The cleaner GENx aircraft engine.  imagination at work
Just one way ecomagination is creating a better world.

Ecomagination Online



■ **Ecomagination**

› **Advanced Material**

› **Energy**

› **Infrastructure**

› **Transportation Rail**

› **Transportation Aircraft**

› **Consumer & Industrial**

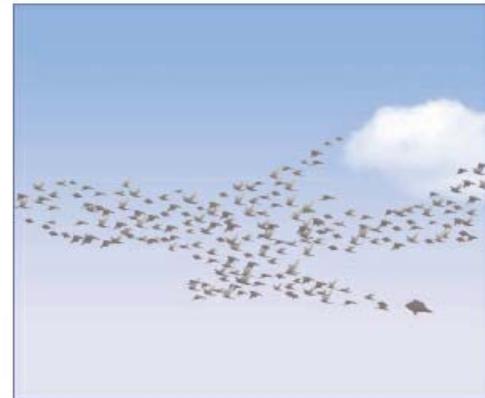
› **Ecomagination Vision**

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Birds



built because we all
share the air



GE's Genx Jet Engine

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roll over for more ▶



GE's Genx Jet Engine

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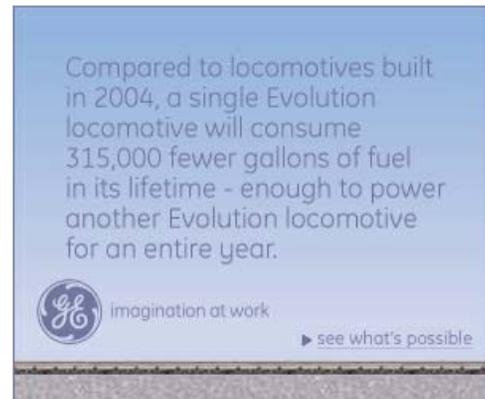
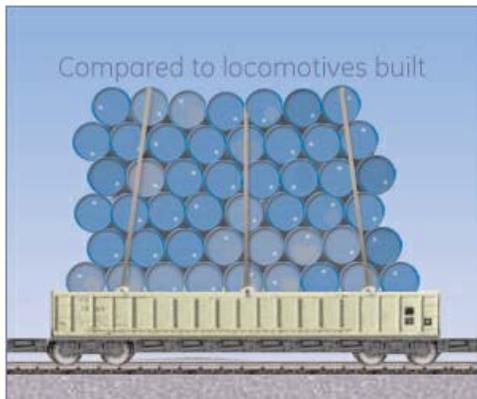
If every widebody aircraft had
Genx engines, annual CO²
emissions would be reduced
by 2,800 tons.

That's the equivalent of
removing over 800,000 cars
from the road per year.



▶ see what's possible

Tree



Reverse

