



GE and the Olympic Games Backgrounder

1. GE's Olympic Sponsorship

As a Worldwide Olympic Partner, GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic and Paralympic Games. GE works closely with host countries, cities and organizing committees to provide infrastructure solutions for Olympic Games venues including power, water treatment, transportation and security, and to supply hospitals with ultrasound and MRI equipment to help doctors treat athletes.

In addition, NBC Universal is the exclusive U.S. media partner of the Olympic Games, with its partnership also extending through 2012.

GE's Olympic Games partnership was launched in January 2005 and an extension to the partnership was announced in July 2011 to take it until 2020, including the 2014 Olympic Winter Games in Sochi, Russia, the Games of the 2016 Olympiad in Rio, the 2018 Winter Games in Pyeongchang, South Korea and 2020 Summer Games.

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GE's official product and service categories include:

- Energy Generation Systems
- Energy Distribution Systems
- Healthcare: Diagnostic Imaging, Monitoring and Electronic Medical Records Technology
- Lighting Fixtures & Systems
- Aircraft Engines
- Rail Transportation
- Water Treatment Facilities & Services
- Equipment & Transportation Management



1. GE & London 2012

a) GE's technologies behind the Games

GE is a Sustainability Partner for the London 2012 Olympic and Paralympic Games and is providing a number of environmental and other technologies for the infrastructure build of the Games as follows:

Olympic Stadium

GE Lighting has supplied 14,000 lamps for use in the back of house, functional areas of the 80,000 seat stadium. GE is also designing the lighting for the warm up track situated to the south of the stadium, allowing the viewers at home to watch their favourite athletes prepare for competition.

Olympic Village

During the Olympic and Paralympic Games, a total of 23,000 athletes and officials will reside in the Olympic Village. GE Power Controls are supplying some of the power distribution equipment to the residential apartments helping to power the Games. GE Water & Process Technologies are providing monitoring systems for storm run-off water at the Village.

Polyclinic

Situated in the Olympic Village, the state of the art Polyclinic will give athletes the best medical service possible during the Games. GE Healthcare is supplying a wide range of digital imaging equipment to the Polyclinic including MRI, CT, X-Ray and Ultrasound equipment allowing the diagnosis of even the smallest strains and sprains to provide athletes and coaching teams with vital information for competition. The Polyclinic will remain in legacy, providing an additional healthcare facility for those living in the local community.

Velodrome

The 6,000 capacity Velodrome will host track cycling events and GE Power Controls has successfully delivered and commissioned advanced technologies (ACB's, MSB's COMMS and Distribution Boards) for use during competition and in legacy.

Aquatics Centre

The already iconic Zaha Hadid designed Aquatics Centre will host a number of the most popular events during the Games. GE Digital Energy's Uninterruptible Power Supplies (UPS) will be installed in the complex for use during Games time and in legacy. The technology provides critical power protection for a number of applications.



Basketball Arena

The Basketball Arena, located in the north of the Olympic Park near the Velodrome, will be one of the largest-ever temporary venues built for any Games. The 12,000 seat Basketball arena will be using GE's EF2000 Sports Floodlights to illuminate the field of play for Basketball, Wheelchair Basketball, Wheelchair Rugby and the Handball final.

Energy Centre

The Energy Centre will provide power, heating and a cooling system across the Park for the Games and for the new buildings and communities that will develop after 2012. GE Jenbacher co-generation technology (3 x J620 Jenbacher CHP Engines) is being used to power the Games and the 10 MW project is a cornerstone of London 2012's goals to increase the use of alternative energy, water conservation and recycling strategies. GE Water and Process Technologies are providing Dosing Systems.

Handball Arena

Home of Handball, the Paralympic Goalball event and the Fencing discipline of Modern Pentathlon during the Games, GE's EF2000 Sports Floodlights will be installed in the Handball Arena providing HDTV lighting for the events. Eurobay Fixtures will also supply field of play (and legacy) lighting and GE V10 recessed LED downlights will be used in the back of house areas.

Hockey Centre

GE Lighting is currently designing the HDTV Sports Lighting scheme for the Olympic Hockey Centre. The main competition pitch will have a capacity of 16,000 with a second contingency/warm up pitch with 300 seats.

b) GE and British Triathlon

GE became the Elite Partner of the British Triathlon Federation in April 2010, providing support and expertise for the athletes as they prepare and compete at the highest levels in the run up to the 2012 Olympic Games.

GE is supporting British Triathlon Elite events, Elite Paratriathlon team, Age Group teams, home nation regional academies, and the British Triathlon Coach Development programme. GE aims to play a major role in enabling British Triathlon to fulfil its Olympic medal-winning potential and become one of the UK's next great sporting success stories.

In keeping with previous Games, where GE provided state-of-the-art medical imaging equipment for the early diagnosis and treatment of sporting injuries, the partnership is exploring specific ways in which GE's healthcare technology and expertise could



help to optimise and improve the performance of the team in the events leading up to and including the Olympic Games.

c) GE's Olympic community and education programmes

GE's commitment to London 2012 also extends to community and education programmes.

Last year GE donated £4.7 million of medical equipment as a legacy gift to the Homerton University Hospital, the hospital for the London 2012 Olympic Games, for a new maternal and newborn centre.

In 2010 GE launched a new campaign, in conjunction with the London 2012 'Get Set' initiative to improve break times in schools.

The Design My Break schools competition for 11-14 year olds, which has run in 2010/11 and will run again in 2011/12, asks students to work in teams and think about how they could spend the second school break of the day – typically lunchtime – differently, to improve their nutrition, physical activity and emotional well-being.

The top prize is a special day trip to the London 2012 Olympic Games with the winning schools in both 2011 and 2012 getting the chance to send five children and a teacher to a London 2012 Olympic Stadium event. Regional finalists get the opportunity to meet an Olympic athlete at their Regional Final event. Each regional winner receives £500 to put towards the cost of turning their 'break' idea into reality, with the national winner receiving £1,000.



2. GE and previous Olympic Games

a) GE and the Vancouver 2010 Olympic Winter Games

VANOC was the first Olympic Organising Committee to commit to applying sustainability principles and practices – including integrated delivery of social, economic and environmental outcomes and benefits to the Games. The GE team responded to this challenge in a number of ways:

GE Plaza - Revitalisation of Robson Square. GE's revitalisation of the ice rink in Robson Square provided a vibrant centre of activity for residents and visitors. GE Plaza was frequently cited as the Number 1 free activity for families during the Olympic Games period.

Filtering water within the Vancouver Convention Centre, home of Olympic Broadcasting. A GE Water & Process Technologies membrane wastewater management system cleaned water from within the building to reuse it for flush fixtures, and to irrigate a new, six-acre rooftop garden.

Providing LEEDS certified filtering technology for the Nordic Water and Waste Water Treatment Plants. The compact, discreet design of the plants, which met the need to minimize the footprint of the system, coupled with their superior treatment capabilities was a winning combination for the venue. The system provided drinking water for visitors and was also used by the snow making equipment.

Delivering more efficient transportation. CP Rail, the Official Freight Provider for the 2010 Olympic and Paralympic Games used GE Evolution Locomotive Engines, which reduce emissions by 40% and fuel use by 5% compared to previous locomotive engines. CP also used GE's Trip Optimizer – an advanced energy management system that reduces fuel use and emissions by up to an additional 10%. GE's Evolution Series Locomotives and GE's Trip Optimizer are products of ecomagination. GE Digital Energy supplied the Vancouver Metro Rail Link with fibre optic multiplexer communications used for train control, arrival and departure information, ticketing, emergency voice and platform customer service.

Lighting the Games: GE supplied numerous lighting solutions to many of the Olympic competition and non-competition venues in Vancouver and Whistler. GE's energy efficient LED solutions were installed at the Vancouver Convention Centre (East) and throughout the newly revitalised GE Plaza at Robson Square. GE also installed high quality specialty lighting in the Richmond Oval, the Hillcrest Curling venue, the Pacific Coliseum, UBC's Thunderbird Stadium and the Whistler Sliding Centre.



Reducing our broadcast footprint. NBC took measures to address sustainability for the 2010 Games. From simple steps such as eliminating approximately 100,000 individual water bottles used by 1200 crew and replacing them with water bubblers and fully biodegradable water bottles, to a program of waste reduction including electronic manuals vs. hard copy manuals, and a reduction in transportation consumption achieved by locating 72% of staff within walking distance of their place of work. NBC also promoted the use of public transit and partnering with a carbon offset program.

64-Slice CT Scanner for Whistler: Through its Vancouver 2010 Olympic Winter Games partnership, GE Healthcare made possible a legacy gift to the residents of the Sea to Sky region – a brand new 64-slice CT scanner. The scanner was the first for the region and was located in the Whistler Health Centre. The equipment was used extensively during the Games and will continue to be used by the community post-Games.

Polyclinics in Vancouver and Whistler: GE Healthcare equipped the Olympic Polyclinics in Vancouver and Whistler, offering comprehensive healthcare for Olympic athletes and officials during the Games.

Mobile Medical Unit (MMU): GE Healthcare provided a state-of-the-art emergency medical unit for medical emergencies for athletes and officials in the Sea to Sky region during the Games. The 15.9-metre tractor-trailer could expand to a 90 square metre unit with 12 beds, which included a recovery/triage area and intensive care unit, as well as an operating room with two independent surgical beds. Following the Games, the MMU is being used by the Province of British Columbia.

b) Beijing 2008

GE contributed to 400 infrastructure projects in and around Beijing, including projects at all 37 official Olympic Games competition venues and 168 commercial buildings, providing innovative solutions to help Beijing host the largest, most technologically advanced Olympic Games ever. Solutions included: energy distribution, lighting, security and water treatment in the Birds Nest; lighting and security in the Water Cube; National Indoor Stadium and Fengtai Softball Field; energy distribution and security in the National Convention Centre, energy distribution in the Beijing Power Supply Bureau; security in the Beijing Subway, energy distribution, lighting and security at Beijing Capital Airport T3; power generation for the Olympic Central area at the Beijing Taiyanggong Power Plant; power generation for the Olympic venues at the Shanghai Wind Farm, and power generation for the Jing Hui Garden Hotel that hosted media during the Games, as well as water treatment at the Qinghe Waste Water Plant.



c) Torino 2006

GE supplied a range of products and services to support the major venues of the Torino 2006 Olympic Winter Games and the city center of Torino. This included upgraded streetlights in the historic city center; lighting systems in Piazza Castello, where the medal ceremonies took place, Piazzetta Reale, Piazza San Carlo, Piazza San Felice, Via Roma, and Via Po; and 300 electronic reactors to reduce energy consumption by over 235,000KWh per year. At the Olympic Games venues, GE delivered uninterruptible power supply throughout the duration of the Games, lighting for Torino Esposizioni, the Olympic hockey venue, and the slalom skiing venue in Sestriere, lighting throughout the Stadio Comunale di Torino, the main stadium of the Torino Games, as well as XLR tubes to light corridors, stairwells, internal halls and dressing rooms. GE also made a legacy gift to Torino in the form of a plastic sculpture located in the town center.

3. GE and future Olympic Games

GE is working with the Organising Committee in Rio to create the infrastructure for the 2016 Olympic Games. It will also be working with Pyeongchang, South Korea for the 2018 Winter Olympic Games.

a) Sochi 2014 Winter Olympic Games

GE will supply two advanced technology aeroderivative gas turbines to help power the 2014 Winter Olympic Games in Sochi, Russia. The project underscores a strong global demand for flexible, cost-effective and efficient electricity generation. GE will supply two LMS100 PB aeroderivative units, featuring GE's latest emissions technology, to provide both base load and peak load power for the Olympics. A key benefit of the new technology is that the units can start up in less than 10 minutes, about the time it takes to brew a pot of coffee.