



# Putting creative design at the heart of your communications strategy

Steve Swanson  
Creative Director, GE Digital









Adobe

Loaded to [redacted]

**Adobe® Photoshop® 4.0** Version 4.0

Thomas Knoll, Marc Hankins, Senthilnarayan Narayanan, Sean Dervid, Greg Gillog, Laura Hoffman,  
John Sartell, Scott Ryer, Allen Chan, Jeff Chen, Tom Costa, David Dillavento, Andre Herasimchuk,  
Charles McBrian, Marc Pandgen, Anuphar Parnich, Adile, Swanda, Robert Swircho, Varner,  
Doug Altmann, Doug Olson, Paul Holland, Andrew Green, John Laddy, Kevin Connor, Russell Brown

Protected by U.S. Patents 5,146,346, 5,545,528, and 4,837,613. Patents pending  
©1999-1998 Adobe Systems, Incorporated. All rights reserved.  
Adobe, the Adobe logo, and Photoshop are trademarks of Adobe Systems, Inc.  
PANTONE and PANTONE COLORMATCH are trademarks of Pantone, Inc.  
MacApp® 071990-1993 Apple Computer, Inc.













# Electric Knife Slicing



THIS BOX MEETS THE CONSTRUCTION REQUIREMENTS OF THE N.M.F.C.



GENERAL ELECTRIC COMPANY  
BRIDGEPORT, CONN. • MADE IN U.S.A.



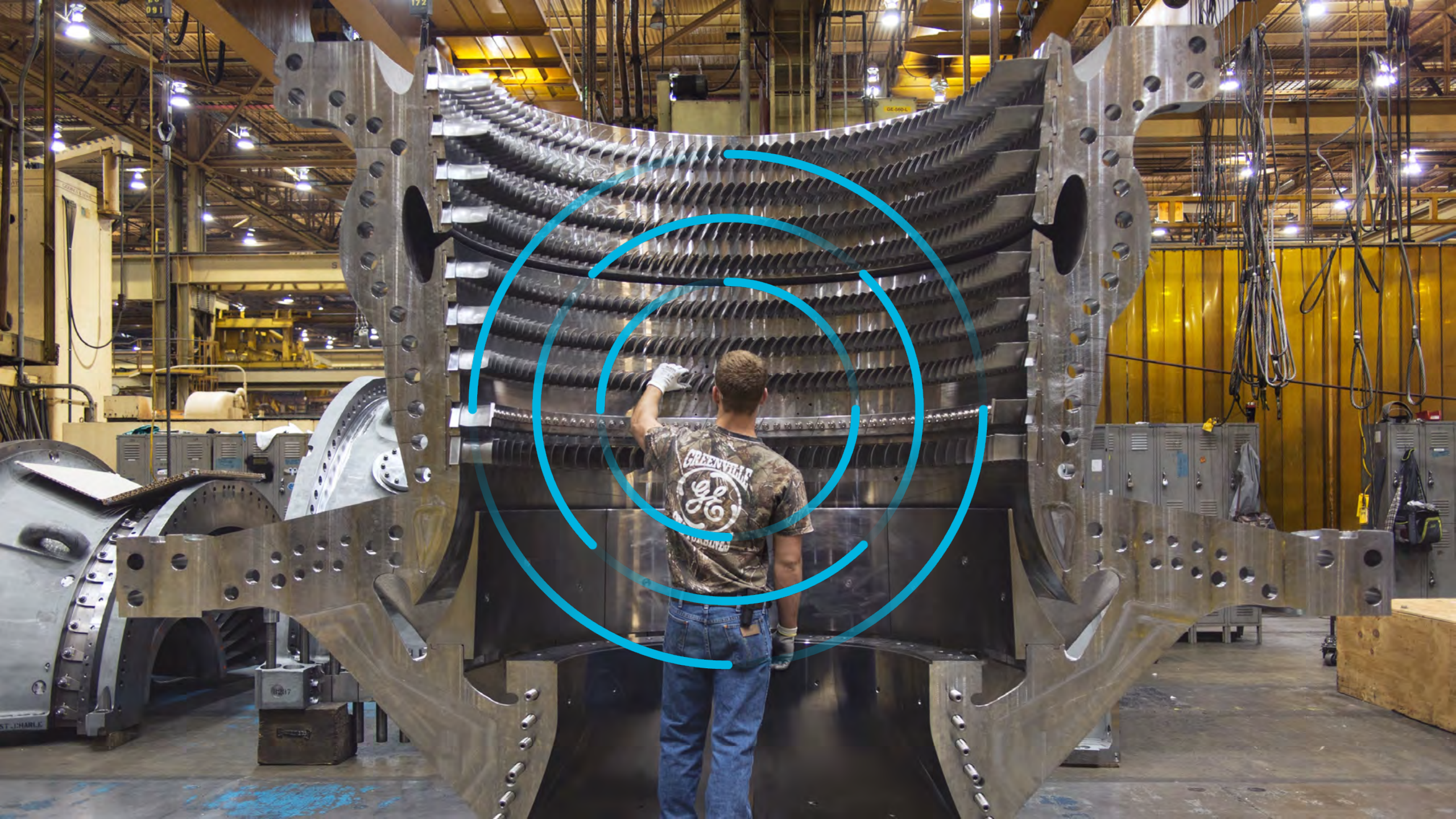
- ① STAINLESS STEEL SERRATED BLADE
- ② TUNGSTEN CARBIDE CUTTING EDGE
- ③ HANDY BLADE RELEASE AND LOCK
- ④ ATTACHED 8 FOOT CORD













“If you went to bed last night as an industrial company, you're going to wake up this morning as a software and analytics company.”

Jeff Immelt  
Chairman and CEO, GE





# PREDIX

Predix is the Industrial Internet platform that connects data from physical assets to powerful analytics.





The GEnx jet engine can endure  
the harshest conditions on Earth.







The GEnx jet engine can endure  
the harshest conditions on Earth.

**-20° C**

Winnipeg, Canada

**65K**

Pounds of thrust

**2.8K**

lbs/sec of air blown by seven  
high powered fans into to the  
engine during testing.



**DESIGN EVOKES AN EMOTION,  
WHICH DRIVES US TO RESPOND.**





CHARIS







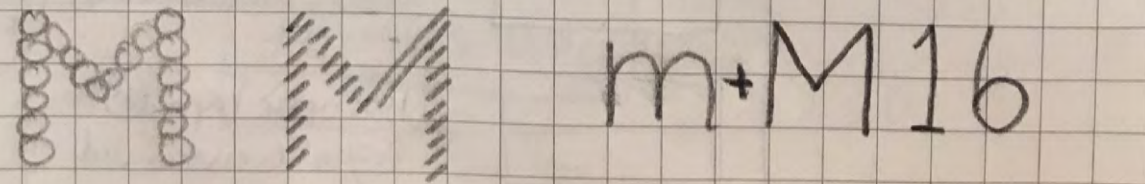
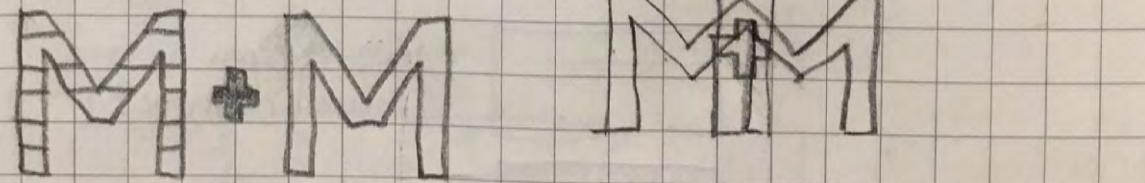
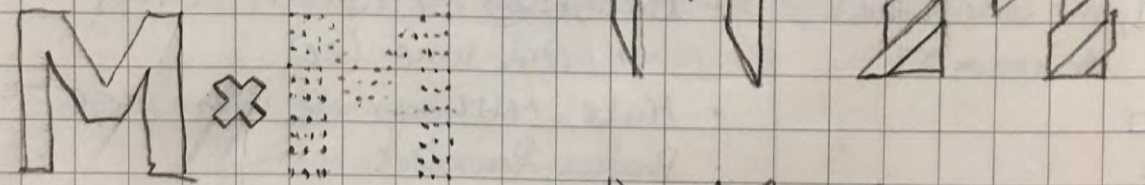
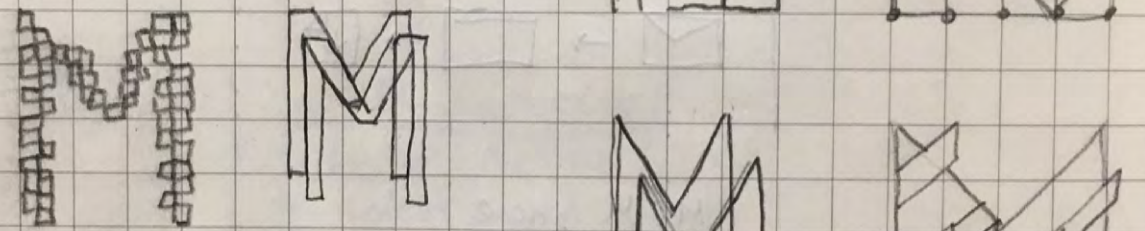
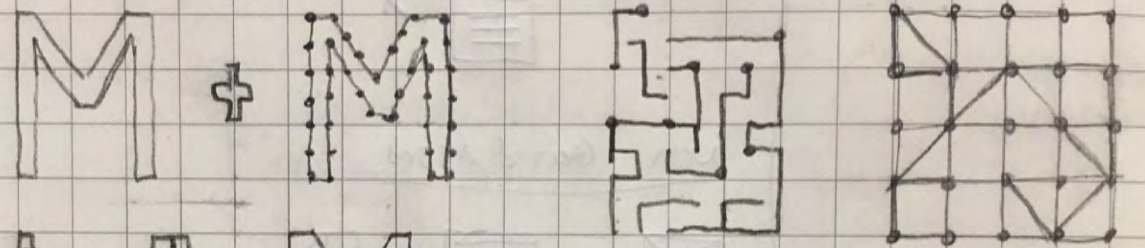
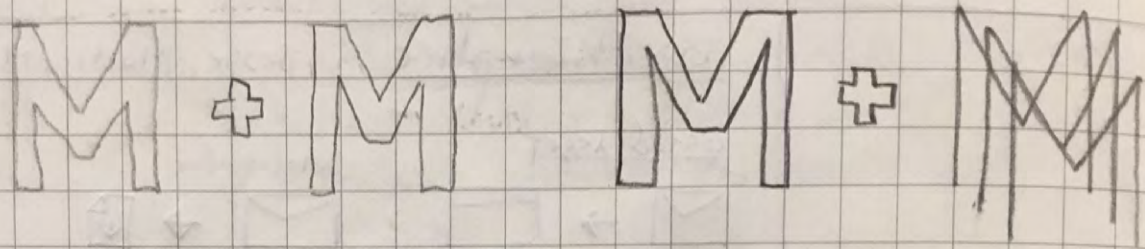




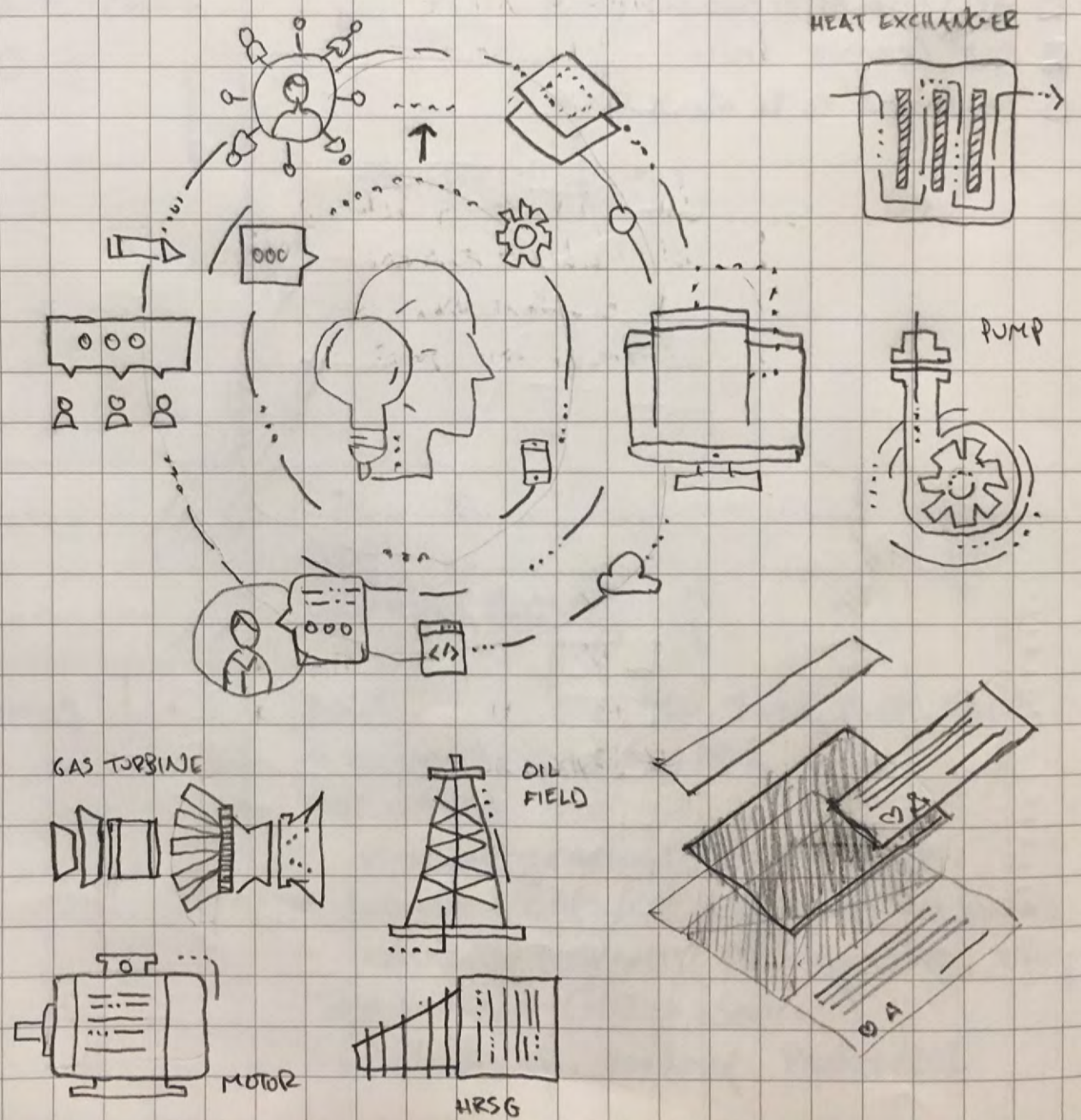
**WE CONNECT WITH STORIES,  
NOT STATISTICS.**

PS YOU STILL NEED STATISTICS.

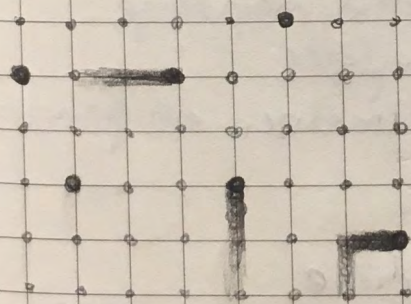
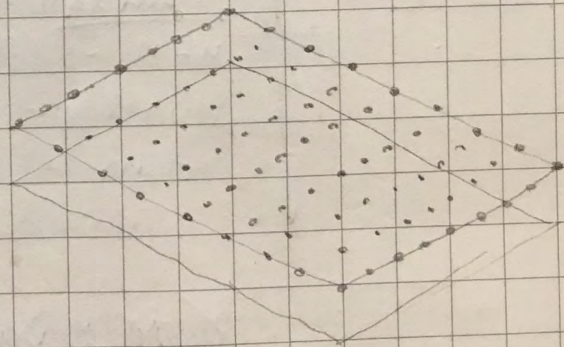
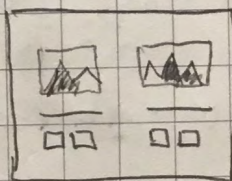
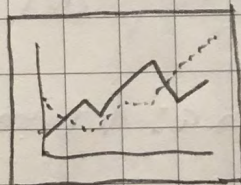
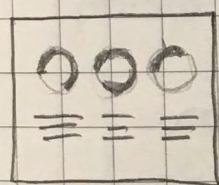
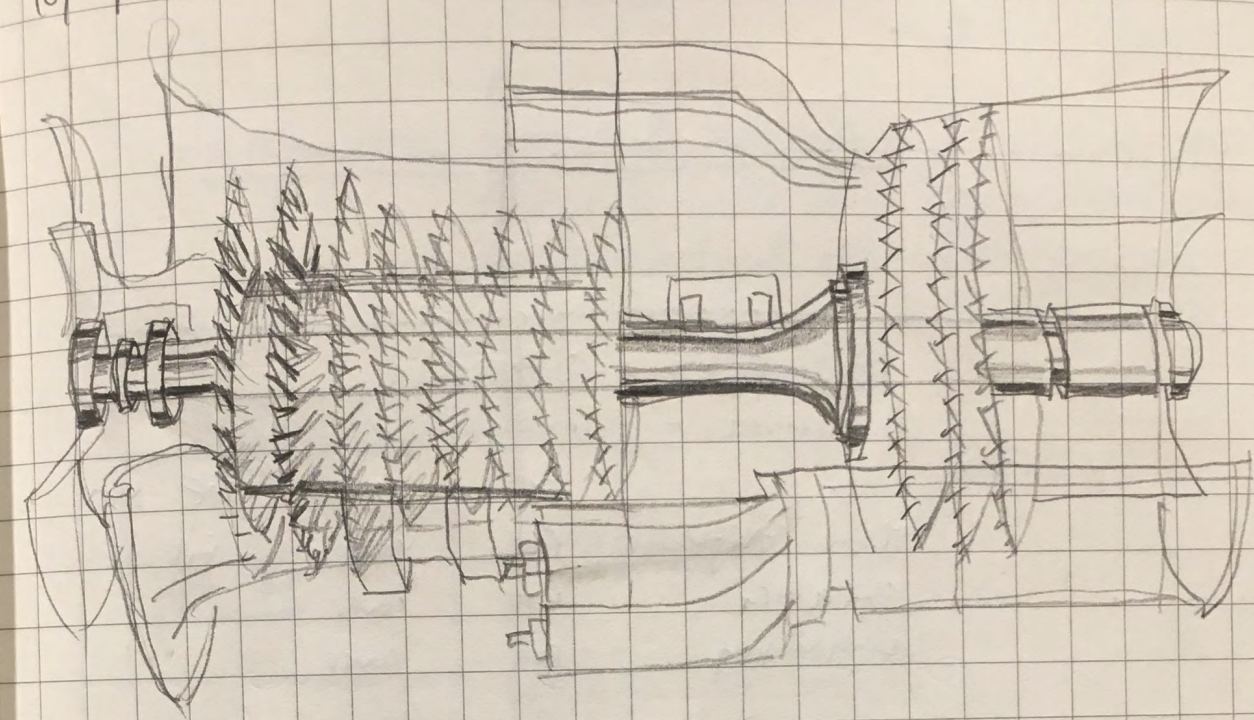




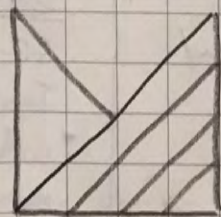
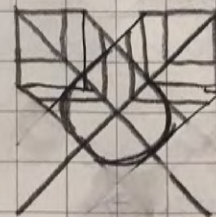
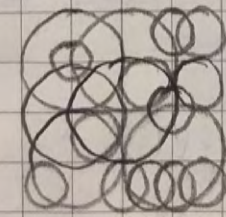
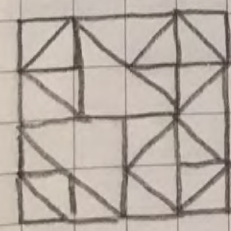
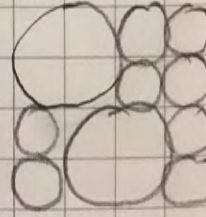
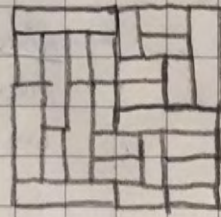
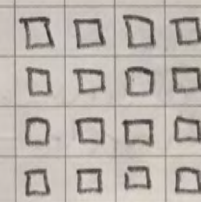
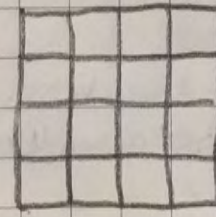
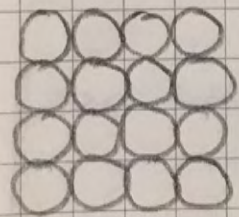
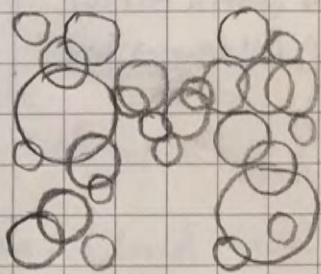
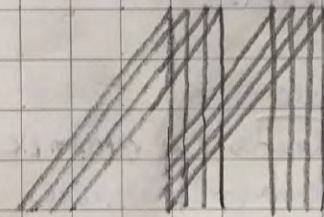
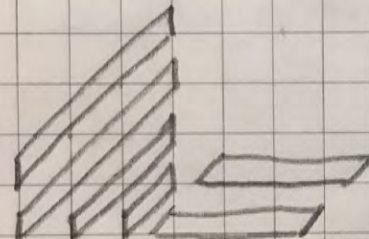
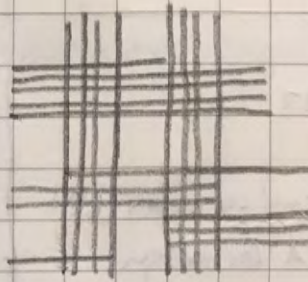
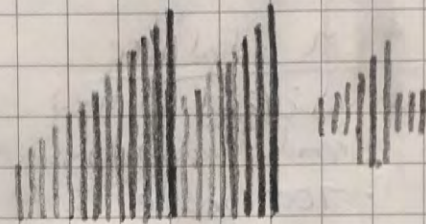
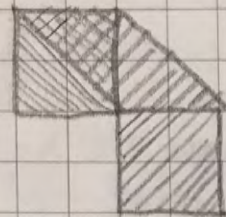
$m + M 16$







4/28





EXIT



AGENDA

8:30-9:00 Breakfast  
9:00-9:30 Welcome  
9:30-10:00 Day in the Life  
10:00-10:30 Lunch  
10:30-11:00 For Future of the  
11:00-11:30 Commercial Strategy  
11:30-12:00 NEXT STEPS  
12:00-1:00 PLEASE CLEAR

DISCUSS  
The future of the industry



1. Vision of the future  
2. Strategic direction  
3. Tactical plan  
4. Operational plan  
5. Implementation  
6. Monitoring & evaluation  
7. Review & feedback

PRIORITY MATRIX





**GREAT IDEAS ARE BORN  
OUT OF CURIOSITY.**



# STEVE SWANSON

CREATIVE DIRECTOR, GE DIGITAL



@STEPHENDSWANSON