



NEWS: FOR IMMEDIATE RELEASE

GE to Offer Patented Full-Length Cargo Sensor in its VeriWise Solutions

Benefits include enhanced driver productivity, improved detention billing.

INDIANAPOLIS, INDIANA (April 30th, 2007) – GE has made its patented full-length cargo sensor available on both its VeriWise™ satellite and cellular platforms to all trucking customers. Today, GE is the only company making full-length cargo sensors for the trucking industry that can monitor the length of a 53-ft. trailer. The announcement was made here at the annual National Private Truck Council meeting.

“Our patented, full-length cargo sensor will help reduce ‘bobtail’ miles, streamline the scheduling process, and identify and eliminate the unauthorized use of trailers,” said Thomas Konditi, President and CEO of GE’s Asset Intelligence division.

Unlike other cargo sensors that only partially detect loads in trailers, GE’s full-length cargo sensor has the capability to monitor the entire trailer and determine whether it is loaded or unloaded. Even if there were just one pallet inside, or if the trailer contains waste, the VeriWise cargo sensor would detect the partial load. The web interface used with the product would show that the trailer is not yet ready for use. This ensures greater productivity for carriers; and improves driver efficiency, as fleet managers can more quickly identify available trailers.

The VeriWise web interface also uses additional logic to determine whether the trailer is “inbound loaded” or “outbound loaded.” The cargo sensor signals create a record so that the carrier can determine and accurately capture detention-billing charges (inbound), or to schedule a trailer for dispatch (outbound). The full-length cargo-sensor from GE takes the guesswork and inefficiency out of the process so fleet managers can expect reliable readings and operate with confidence.

GE’s VeriWise TRUCKING – Cellular solution (Formerly FleetView® from Terion) is already integrated with the full-length cargo sensor. Going forward, regardless of the type of wireless platform (satellite, cellular or other) in use, customers can take advantage of GE’s full-length cargo sensor solution. The intent is to extend the best features to all platforms in the future.

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About GE’s Asset Intelligence

GE’s Asset Intelligence business, based in Schaumburg, Ill., is a technology solutions provider within GE Equipment Services. The unit represents the “resource horsepower” of GE applied to address the challenges of the global supply chain. GE’s VeriWise™ Asset Intelligence solutions include the product formerly known as FleetView® from Terion, and leverage the latest communications and web technologies to enable better tracking, monitoring and management of valuable transportation assets and cargo. With quick access to actionable intelligence, GE customers are empowered to make more informed decisions about securing and optimizing their asset portfolios and streamlining their supply chains. At GE, we believe that what our customers imagine, we can help make happen.

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