

**GE Aviation Creates Digital Collaboration Center at Farnborough**  
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***flydubai and GE launch Network Operations Insights digital solution***

*Data and analytics reduce operating costs, increase aircraft utilization and optimize revenue*

*Software architects and customers collaborate to address airline operational challenges*

GE Aviation's new Digital Solutions business has created a scaled digital collaboration center in their pavilion (P2) at the Farnborough International Air Show much like the centers they are building around the world. GE is collaborating with customers in the centers to identify and address customers' operational challenges and drive better business outcomes.

As a result of recent customer collaboration, today flydubai and GE Aviation launched one of the first digital customer solutions built on GE's Predix platform. The *network operations insights* solution is designed to help flydubai minimize the impact of unavoidable delays, enhance pilot operational understanding, while optimally protecting schedules and revenue. Network operations insights on Predix were successfully implemented at flydubai in late June.

"This is exactly how we want to work together and help customers to drive greater efficiency," said Jim Daily, vice president & chief digital officer of GE Aviation. "This solution gives flydubai the real-time tools to understand the impact of potential operational disruptions in order to minimize an impact on their network."

GE's software architects and developers are working with customers in their collaboration center at Farnborough, while demonstrating digital solutions, including:

- Network Operations Insights
- Mobile Pilot Insights
- Flight Analytics on Predix
- Flight Phase Analyzer
- Water Wash Optimizer, Digital Solution for TrueChoice Flight Hour
- ClearView Invoicing, Digital Solution for TrueChoice Flight Hour
- Engine Health Validator, Digital Solution for TrueChoice Transitions

These advancements in data and analytic technologies are examples of where GE is taking Predix, the cloud-based platform for creating innovative, Industrial Internet applications that turn real-time operational data into actionable insights for aviation.

GE opened the first collaboration center in Dubai in 2015 to support customers' operations in the region. The center in Paris opened in mid-June 2016 and the center in Shanghai opens next week (July 20). The center in Austin, TX is planned to open this fall.

Predix is GE's cloud platform purpose-built for handling industrial applications and intelligence. Predix is powering innovative Industrial Internet apps that turn operational data into insight for better and faster decision making.

See how [GE Aviation's Digital Solutions](#) and Predix are taking aviation productivity to the next level. Click [here](#) for a video on how GE Aviation is positioned to lead the Digital Industrial Era. Click [here](#) for video on how GE Aviation's digital solutions impact the future of air travel.

GE Aviation, an operating unit of General Electric Company (NYSE: GE), is a world-leading provider of commercial and military jet engines, components and avionics, digital solutions and electrical power systems for aircraft.

GE is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the "GE Store," where each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry. [www.geaviation.com/digitalsolutions](http://www.geaviation.com/digitalsolutions)

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