


# Minds + Machines

EUROPE 2017

The Premier  
**INDUSTRIAL INTERNET EVENT**

June 13-14, 2017

Westhafen Event & Convention Center  
Berlin, Germany

powered by 

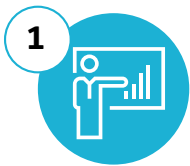
## Minds + Machines, the premiere event for the Industrial Internet, is upcoming on June 13 – 14 in Berlin, Germany.

The electricity business is experiencing tremendous change in 2017, from a rebalancing of power sources on the grid to new ways of managing customer interactions. At this year's Minds + Machines Europe, come to hear peers and industry pundits discuss the ways in which digital can drive greater efficiencies and new business opportunities.

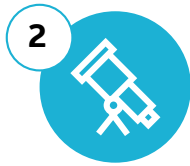
New speakers and sessions are being added weekly, with technology demos used by real world power companies ready to showcase.

[REGISTER NOW](#)

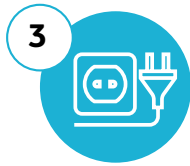
### Here are the **TOP 10 REASONS** you won't want to miss this event:



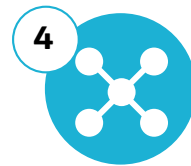
**1** **LISTEN** to your peers talk about how digital is driving greater productivity and profitability.



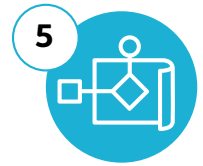
**2** **HEAR** Jeff Immelt, GE Chairman and CEO, paint the vision for the future of the Industrial Internet.



**3** **SEE** Paul McElhinney, SVP, President & CEO, GE Power Services and Ganesh Bell, GE Power Chief Digital Officer, discuss the transformation of the electricity industry.



**4** **DISCOVER** the role of digital across the **Electricity Value Network** – from generation through T&D to usage management.



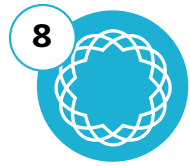
**5** **LEARN** how analytics bring refined insights for **more profitable business decisions**.



**6** **UNDERSTAND** how new technologies can **protect your operations from cyber attack**.



**7** **EXPERIENCE** peer **networking opportunities** to gain insights for your own digital journey.



**8** **DEMO** cutting edge technologies, such as the **Predix platform** and power applications.



**9** **DIVE** into a deep discussion with **GE Power analytic experts** who can design the first, second and next steps for you.



**10** **EXPERIENCE** the ways that **AI** is used to create a continuous cycle of learning to drive decisions.



Join GE Power executives, GE customers, industry leaders and pundits as we explore the transformation of the electricity industry across the entire Electricity Value Network, from generation and transmission to customer delivery.