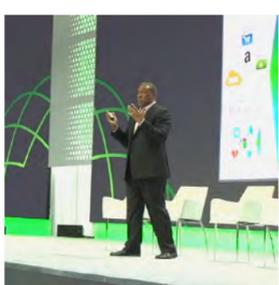


Thursday Night Bytes

"I don't know if all our customers are ready to build apps yet, but they are ready for better outcomes."
 — Dave Bartlett, CTO, GE Aviation



Digital Twins Take Center Stage

CSX, Infosys, and Duke Power joined GE VP of Software Research Colin Parris to talk about real examples of digital twins in action across industries. The Consumer Internet grew dramatically by leveraging data to get to a P&L of one. The way forward for industry is creating digital twins of machines to optimize performance with engineering models that continuously generate insights in each asset and across fleets.



Getting Real: INNIE Awards Announced

In recognition of pioneering organizations advancing the digital industrial era, the Industrial Internet Innovation Awards (aka the INNIEs) were presented during an evening ceremony on the main stage. Congratulations to all our 2015 INNIE winners:

- Most Innovative APM Solution: **Salt River Project**
- Most Innovative Brilliant Factory Solution: **Pepsi**
- Most Innovative II Solution: **Pitney Bowes**
- Most Innovative II Technology: **ThetaRay**



M+M Sizzled this Week (Literally)

GE's industrial super smoker was on hand this week to showcase the science of BBQ and what's possible when you add sensors to machines of all types and use data to optimize outcomes. M+M attendees sampled 15 briskets cooked for 20 hours for this event. Originally unveiled at SXSW, the smoker will next be touring select colleges across the Midwest. [Learn more.](#)

"Grab some friends! The Industrial Internet is a group activity."
 — Tim Chou, Stanford University and Silicon Valley guru

Media Roundup



Heavy industries may be the looming giants of the Internet



GE and friends show how to harness IoT



GE unveils Brilliant Manufacturing Suite; Cisco rides shotgun



Cloud-based 'digital twins' could make power plants more efficient

Announcements

[GE launches Brilliant Manufacturing Suite](#)

[GE and Cisco collaborate to accelerate manufacturing productivity](#)

[GE and PTC form broad strategic alliance](#)

[GE's SmartSignal powered by Predix to drive improved equipment performance](#)

Social Buzz

