

GE NEWS

VOLUME 25 NUMBER 6

LYNCHBURG, VIRGINIA

FRIDAY, JAN. 14, 1983

S&SP: How it works

This month GE people are sharing in a huge payout as a result of their participation in the GE Savings and Security Program. Here is a brief summary of how S&SP works.

- Your basic investment under S&SP can be as much as 7% of earnings. This investment is eligible for the company's 50% matching investment which can be equal to as much as 3½% of earnings.

- You can also make additional savings of up to 10% of earnings which are not eligible for matching.

- Your savings are invested, as you instruct, in several investment choices: U.S. Savings Bonds, GE Stock, S&SP Mutual Funds, and the new Holding Period Interest Fund.

Part of your own savings can also be used to buy a special low-cost life insurance. Your investment choices can be changed to fit your needs as often as once a month.

- Your S&SP investments for a particular year are left in trust for a specified three-year holding period.

- The new Holding Period Interest Fund went into effect in January 1980. Its first holding period will not end until December 31, 1983. The HP Fund is invested through financial institutions and has the objective of preserving principal and achieving a stable, competitive rate of interest. At the end of a holding period, investments in the HP Fund are

Continued on page 4, See "S&SP"

Safety awards to change in '83

"SAFETY DAYS" WITH FREE COFFEE AND DOUGHNUTS DISCONTINUED; BUT...THERE WILL BE MORE CRYPTOGRAM WINNERS...OTHER AWARDS

Lynchburg GE's 1983 safety awards program will have a new look, says Safety Chairman Al Warwick, who's been working with the Safety Council in an effort to encourage all employees to "think safety" all the time.

The monthly "Safety Days" with free coffee and doughnuts have been a tradition for several years, says Al, and while they were effective in reminding employees of safety, the Council feels that they've probably served their purpose and that introducing some changes might serve to sharpen the safety awareness of employees.

The popular cryptogram program will have more...six per month. There'll be two award winners from Mountain View Road, one from CSC, one from the Timberlake Plant, one from Bradley Park, and one from all other locations (FAB, Wards Road, and Central Fidelity Bank Building).

The six monthly cryptogram winners will be able to select gifts of their choice from a gift catalogue. All employees can participate (except subsection manager level and above).

Other details of the 1983 safety awards program will be forthcoming. Meanwhile, here's January's cryptogram...and the odds are better than ever that you'll be the winner.

***** January Cryptogram *****

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| NAD <input type="text"/> | OMMTCI <input type="text"/> | LSSOEEVRU <input type="text"/> | TO <input type="text"/> | RRMFOPE <input type="text"/> | |
| RUO <input type="text"/> | KSSTA <input type="text"/> | EAFYSL, <input type="text"/> | DAN <input type="text"/> | IASPDYL <input type="text"/> | |
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| TSEAFY <input type="text"/> | OF <input type="text"/> | OUR <input type="text"/> | ESKOOORRW! <input type="text"/> | | |

Deadline is Friday, January 21, 1983, 3:00pm. Safety boxes are located in North and South cafeterias, MVR; Hal Shutter, Bradley Park; Marshall Edwards, FAB; Pat Scruggs, Timberlake; Carlton Mattox, CSC; and at the Wards Road Building. Take an extra copy for the kids to enjoy. (Only yours is valid in the drawing).

NAME _____ EXT. _____ SUP. _____
 AREA _____

"What we're really driving for is an off-the-shelf radio which has all those great features that will satisfy the customer and that will be profitable to our business so that we can all look forward to better, more secure jobs in the future," says MCB D General Manager Karl Whitaker in today's special "centerfold" feature on engineering technology at MCB D.

ENGINEERING TECHNOLOGY AT MCBD:



What we're really driving for . . .

- is an off-the-shelf radio**
(to make Manufacturing's life easier)
- which has all those great features**
(that the Marketing guys like to tell our customers about)
- that will satisfy the customer**
(as to cost, delivery and quality)
- and that will be profitable to our business**
(because it will be cost-effective to produce)
- so that we can all look forward to better, more secure jobs in the future**
(because we'll be a part of a really growing business).

—KARL WHITAKER

THE NEWS INTERVIEWS MCBD ENGINEERING GENERAL MANAGER KARL WHITAKER IN A CONTINUATION OF OUR SERIES ON WHAT WE'RE DOING TO IMPROVE THE FUTURE OF OUR BUSINESS.....

GE NEWS: Engineering has always been a vital part of our business . . . and, in 1981, it achieved new significance by attaining department-level status. How do you think MCBD's engineering technology stacks up in meeting the needs of our business?

KARL: We're good—one of the best—in the field of mobile radio technology. Jack Welch always talks about the need to be Number 1 or Number 2 to survive. Our Engineering Department certainly meets his criteria. The stream of new products which will be introduced in 1983 has all the latest technology to be extremely cost and performance competitive. They are synthesized, microprocessor-controlled, have the latest and best memories, and are designed for ease of manufacturing. And we're doing this while providing more features for the customer—field programmable, more channel capacity, and off-the-shelf delivery—to mention a few. The new electronics technology available today is an exciting revolution.

GE NEWS: So, when we talk about technology for our business, we're really talking about MOBILE COMMUNICATIONS technology and ELECTRONICS technology, right?

KARL: Yes, mobile communications, or RF technology, is our real strength at MCBD, but the technology is rather mature and changing slowly. The dynamic change is in electronics. The electronics

industry is absolutely huge—vastly larger than the mobile radio industry.

For example, if you'll look at the little company called Atari, their sales this past year, in that Pac Man game they make, were as big as those of the TOTAL WORLD-WIDE MOBILE COMMUNICATIONS INDUSTRY.

GE NEWS: What are some of the trends in the electronics industry that we should be looking at then?

KARL: It's a very exciting industry. The industry's cost curve has shown a dramatic downward trend; software is replacing hardware; digital is replacing analog; and smart (programmable) features are replacing simple functions. All of this basically boils down to the fact that we get a lot more functions for less cost.

For example, every time you make something like an integrated circuit twice as dense, or half as big in the integrated circuit world, you can get it to work eight times faster, or with eight times less power and, generally, at eight times less cost. And cost-effectiveness is precisely what we're looking for in our business.

GE NEWS: Are you saying that much of our effort will be directed toward producing cheaper radios?

KARL: Our growth in the marketplace requires that we make our radios more and more affordable, or, in essence, cheaper. But by cheaper, I don't mean cheaper quality, cheaper reliability or cheaper features. I really do mean more COST-EFFECTIVE. More features for less cost.

GE NEWS: In addition to the need for cost-effectiveness, what are some other trends of the electronics industry that impact on us?

KARL: The trend from analog to digital is moving very, very rapidly. The other day I was reading a magazine article about television of all things—a totally analog technology—but the article pointed out that the television industry will have the capability to do things digitally in the very near future.

Another example: A recent ad by Northern Telephone in the Washington Post said that the future of telecommunications was riding on the promise of digital technology, which will allow voice, data and video to be put on the same line at the same time.

GE NEWS: Are we doing anything in the digital area yet?

KARL: We already have a lot of digital technology in the control of our radios—but more will be used in the future. The Electronics Lab in Syracuse is already developing a digital audio processor for use in our cellular radio program, and we have just started a new program to use a digital processor to upgrade our GE-MARC V product offering.

GE NEWS: How about hardware versus software?

KARL: Our own new products will be reflecting the trend from hardware to software. From a lot of hardware and custom ICs and no software, we're going to products with a lot of software, standard ICs and fewer custom ICs more and more standardized products.

Keep in mind that what we're striving for is an off-the-shelf product to make Manufacturing's life easier, and which has all the features that our customers will like.

GE NEWS: Are you saying that our emphasis in MCBBD Engineering will become much broader than it has been?

KARL: There is no way that we can maintain in our own mobile communications engineering organization the world-class expertise in all of the

functions of the electronics world. I do think we're the best ENGINEERING organization in the world and we're going to build on that base. We're going to take the expertise that we have and apply it where it should be applied—and nobody else can do that for us—We've got to do our own product design and maintain our RF expertise, but we're also going to have to go out and get the technology that is driven by the electronics industry . . . such as the demands for:

- *faster speeds . . . measured in nanoseconds rather than microseconds*
- *finer geometrics . . . precision to 1 micron versus 5 microns*
- *more integration . . . very large scale integrated circuits as opposed to large scale integration*
- *lower power . . . Picojoules/Gate rather than Watts/Gate*
- *computer-on-a-chip . . . microprocessors rather than simply minicomputers*

GE NEWS: When you speak of going out and getting technology, where do you plan to get it?

KARL: Both from GE and our suppliers in the industry. GE is spending \$345 million in electronics: Intersil \$235 million; Microelectronics Center \$55 million; Corporate Research and Development \$55 million.

And CR&D has 2,000 engineers—600 of them with PhDs. We can take advantage of these resources.

That's one of the advantages of belonging to a big company such as GE.

And . . . when we get all of these resources working for us and with us . . . we'll have the capability of designing a much lower cost radio . . . in a much smaller package. Our costs will come down, thanks to digital technology and more software.

MCBD's radio of the future will be off-the-shelf so that Manufacturing's life will be easier; it will have all those features that the Marketing people like to tell our customers about; it will satisfy the customer not only as to cost but also as to delivery and quality; and because it will be cost-effective to produce, it will be profitable to our business.

All of this adds up the the fact that we can all look forward to better, more secure jobs in the future because we'll be a part of a really growing business.

"S&SP" (Continued from page 1) automatically placed in the Long Term Interest Fund which has the objective of achieving a high interest return over a long time period. Thus participants who have invested in the HP Fund will receive LT Fund units in the "pay-out."

•At the end of the holding period, your investments are "paid out," along with the securities purchased with the GE matching payment; or they can be placed in an S&SP Retirement Option Account (ROA) which is a tax shelter that can help build funds for personal goals or extra income at retirement. Securities in an ROA account can be switched periodically within rules of the Program.

Employee benefits specialists point out that before investing in S&SP, or changing investments, you should study the Program in your benefits booklets and the S&SP Prospectus.

NOTICE

City water will be turned off at MVRP and CSC Building on Sunday Jan. 16, 1983 from 8:00am to 12:00 noon.

Facilities wish to apologize for any inconveniences this may cause during the water outage.

THERE WILL BE ONE EXEMPT JOB POSTING IN MARKETING AND TWO EXEMPT JOBS POSTED IN MANUFACTURING THIS WEEK. All forms should be sent to Tom Moak, Rm. 1572, MVR.

GE NEWS

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AN EQUAL OPPORTUNITY EMPLOYER

HEARTFELT THANKS TO THOSE BELOW WHO DONATED BLOOD

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Valerie P. Chambers
Malcomb D. Thompson
Ann W. Moon
Aloma M. Routon
Patricia F. Jones
Arthur E. Douglas
John N. Rader
Marie D. Reynolds
Rebecca Adams
Robert L. Nunley
George E. O'Brien
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Arthur D. Saunders
Robert T. Forest
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James P. Wallace
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Warren C. Light
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Gerald G. Leffers
Joyce D. Reynolds
Florella M. Brightwell
Pasty G. Wheeling
Ted Taylor
Charles McKeay
Goodie Dowdy
M. Sligh
Buddy Dawson
Frank Smith
Linda Hodges
Alice Scott
Mary Elliott
Ray Gaddy

SYMPATHY

Sympathy is extended to Marion Campbell and Edith Dalton, Timberlake Plant, 1st shift, upon the death of their brother.

THANK YOU

We wish to thank all of our friends at GE for your kindness shown us during the recent death of our grandmother.

*Sincerely,
Christine Parrish
Ruth Lewis*

FIRE PREVENTION REMINDER

Employees working in the evenings or the weekends should be aware that potential fire hazards are present when coffee makers are left unattended or when one of our many copy machines malfunctions.

Please shut off your coffee makers when leaving, and should you find a copy machine not functioning, please pull the plug and leave a note on the machine saying "OUT OF ORDER."