

# Minds + Machines 2015

## Dubai, UAE



**We are less than two weeks away** from the region's first Minds + Machines conference in Dubai. The Industrial Internet is revolutionizing the industry, and digital solutions are bringing productivity, efficiency, and performance to new heights. Want to know more? Here's what you will experience:

### **Driving the Digital Industrial Transformation**

Learn how GE is moving forward as a "digital-industrial" company by connecting the Industrial Internet, Advanced Manufacturing, and more to blur the lines between hardware, software, and analytics.

*Keynote by Jeff Immelt, Chairman and CEO, GE*

### **Delivering Performance with Predix and the Digital Twin**

Learn how to enable the world's largest APM industrial marketplace with software solutions and services for the new, digital industrial world.

*Bill Ruh, Chief Digital Officer, GE*

### **Moments of Digital Industrial**

Hear from GE's customers about how the Industrial Internet and Predix are helping them deliver results. Panel participants will provide testimonials on their experience with GE and discuss the implications of winning in business with technology and data.

### **The Future is Present**

The Industrial Internet is the future for the world, and GE is helping realize that future in this region. Hear from GE leaders about building capability and real business solutions across the region and learn how GE is bringing the future to the present.

### **Cyber Security Vision**

As cyber security has become a major priority in today's digital world, learn how we can build "readiness," solve for the complex challenges facing our operations and how we are securing our most important assets.

*Paul Rogers, President and CEO, Wurdtech, a GE company*

In addition, you will experience GE's Industrial Internet technology first-hand while networking with experts, analysts, leaders and peers. We will also host a series of industry-focused tracks to address major sectors like aviation, energy, and healthcare.

Don't miss this opportunity – register today!

**Date:** November 2, 2015

**Registration:** 8.00am – 10.00am

**Main session:** 10.00am - 4.00pm Lunch will be served

**Location:** Madinat Arena, Madinat Jumeirah, Dubai