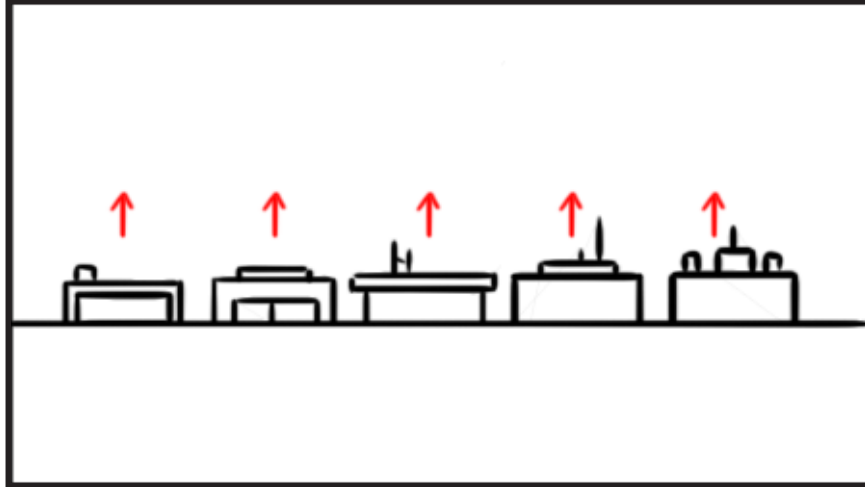


01



VO: As a property manager, you work day and night to keep operations humming...

Description: The roofs of many high-rise properties appear in a line.

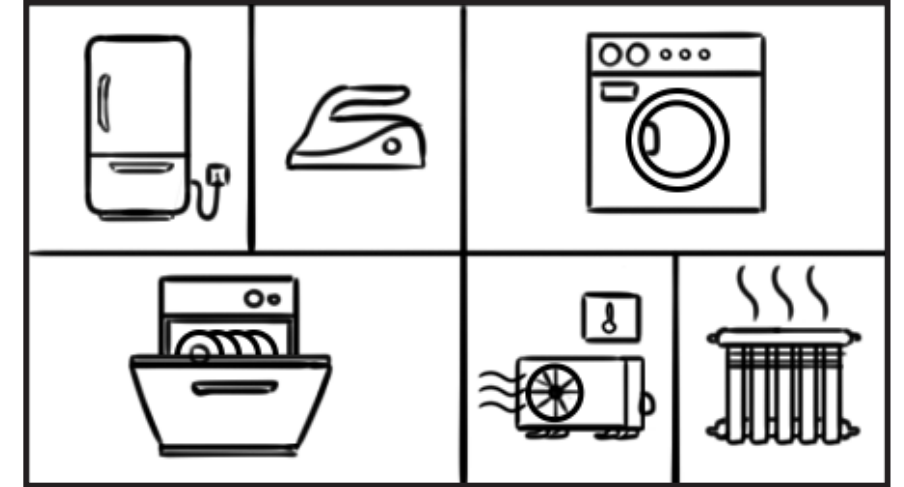
02



VO: ...grow the margins of the business, and make tenants happy.

Description: Each rooftop reaches higher. Each building also shows a higher rating on a five-star scale. It's clear they form a profit graph that keeps climbing.

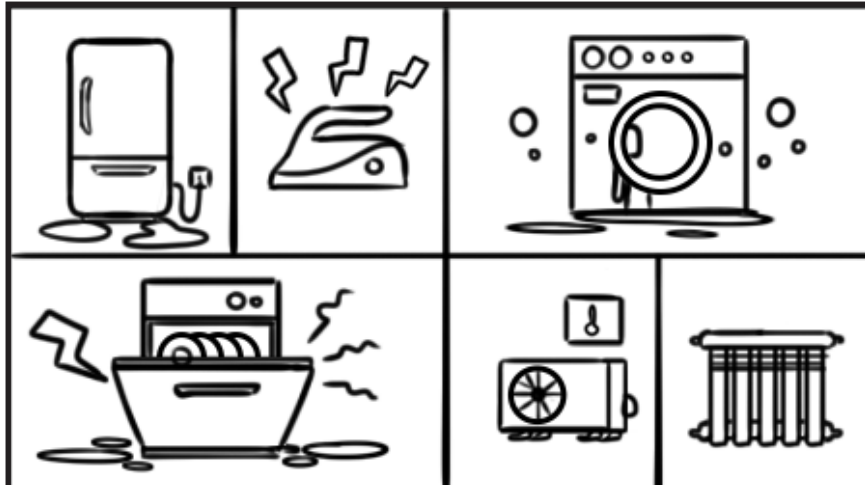
03



VO: For that to happen, everything needs to run smoothly – especially appliances.

Description: The screen fills with a pattern: we see fridge, iron, laundry machine, dishwasher, air conditioner and radiator.

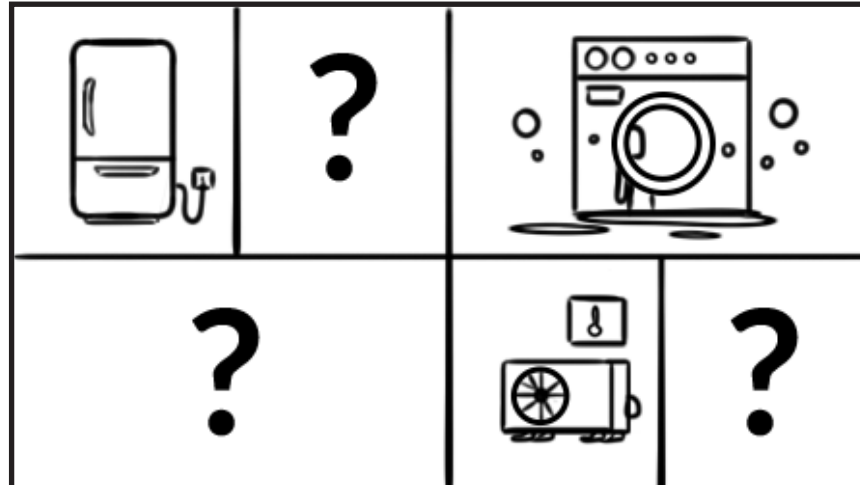
04



VO: But you can't be everywhere at once. Who can afford the time and money to monitor every appliance?

Description: Objects get broken.

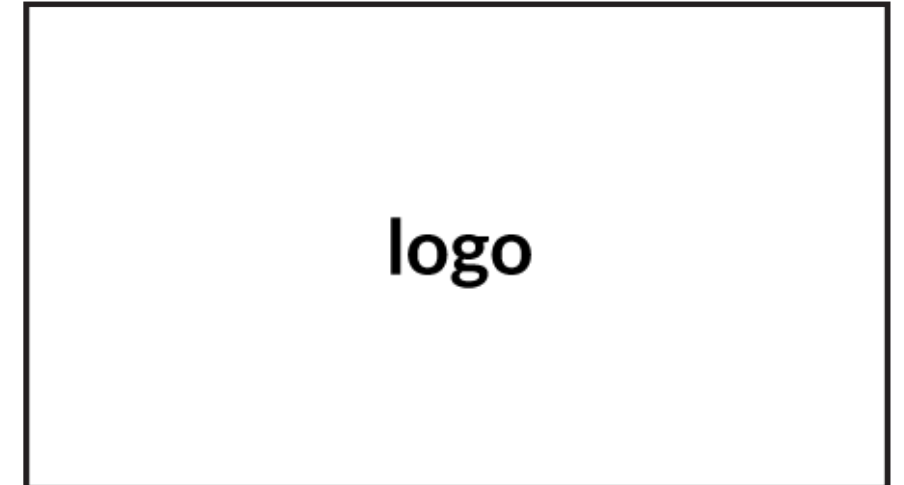
05



VO: Then again, who can afford not to?

Description: Question marks appear in some of the tiles and replace the objects.

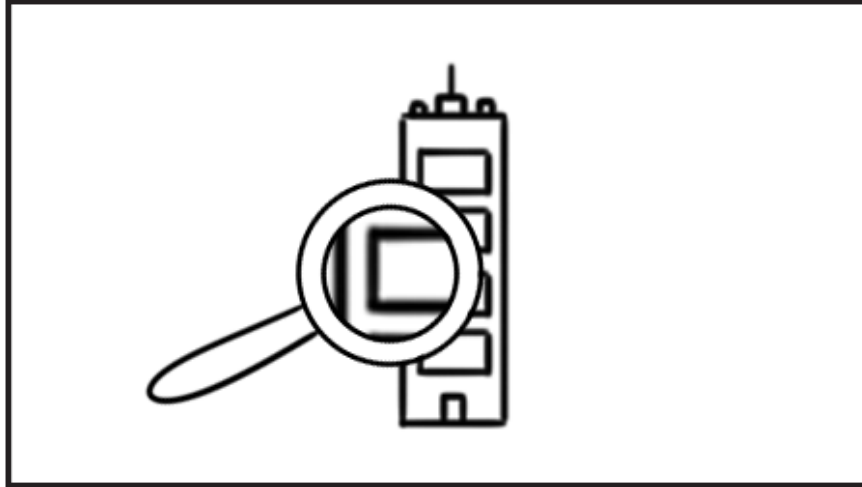
06



VO: Now, there's a better way. GE Appliances has developed a new platform...

Description: Animation of the logo.

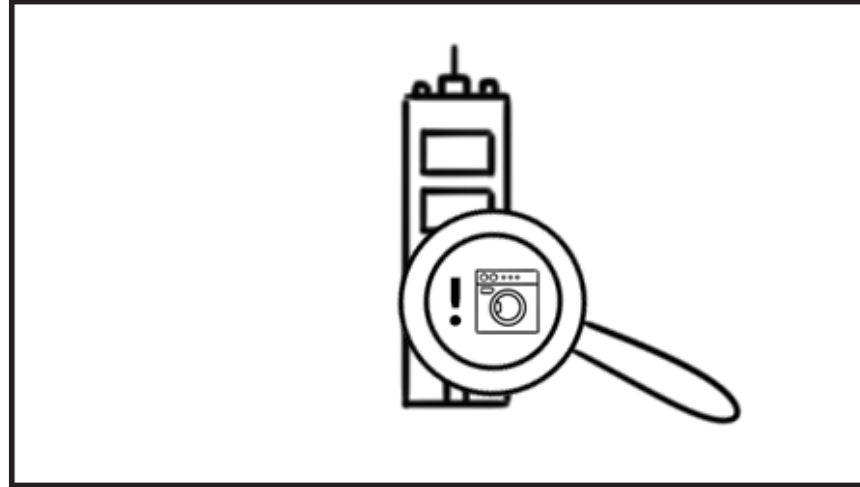
07



VO: ...that lets you easily monitor and manage...

Description: We see a building. A magnifying glass scans it.

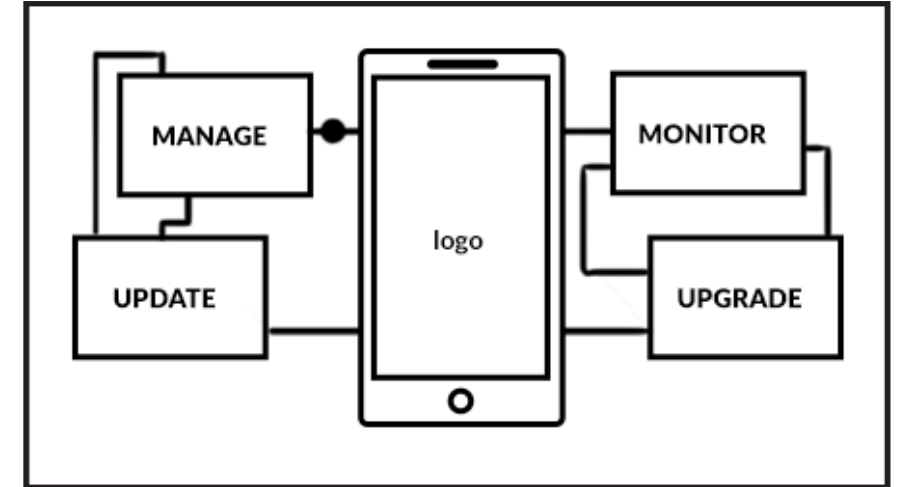
08



VO: ...your appliances throughout your properties.

Description: Magnifying glass encounters a problem with a laundry machine.

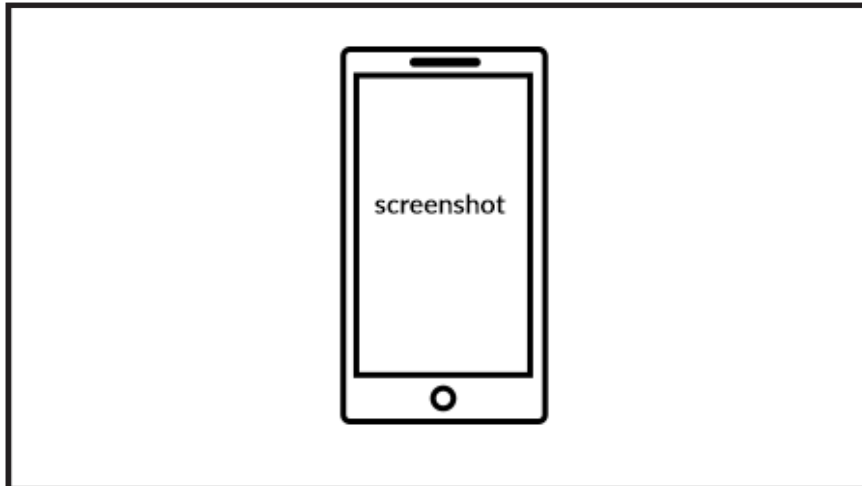
09



VO: The SmartHQ Management platform lets you manage, monitor, update, and upgrade appliance assets from nearly anywhere.

Description: We see a smartphone with logo on it. The words Manage, Monitor, Update, and Upgrade appear in blocks. A dot flows between different blocks.

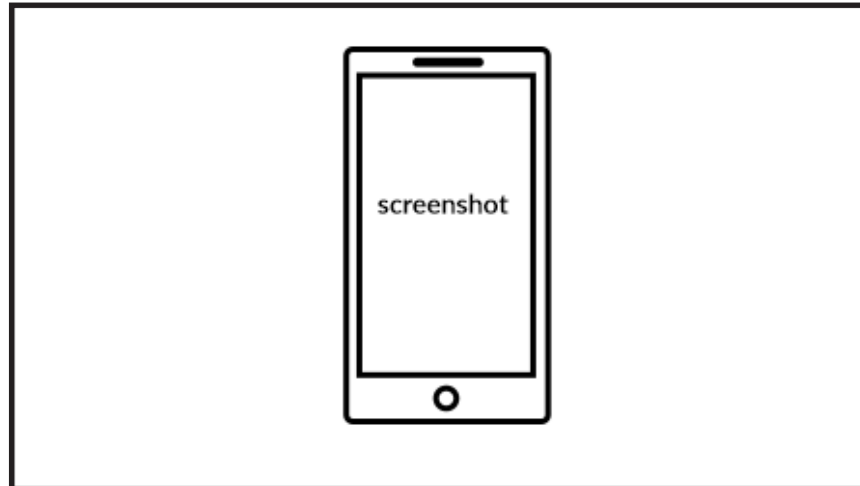
10



VO: SmartHQ lets managers know which appliance...

Description: Animation of the screenshot

11



VO: ...needs attention before it's too late.

Description: Animation of the screenshot

12



VO: It makes diagnostics and repair easier...

Description: We see a plumber repairing a laundry machine. A tenant looks at it and seems very worried.

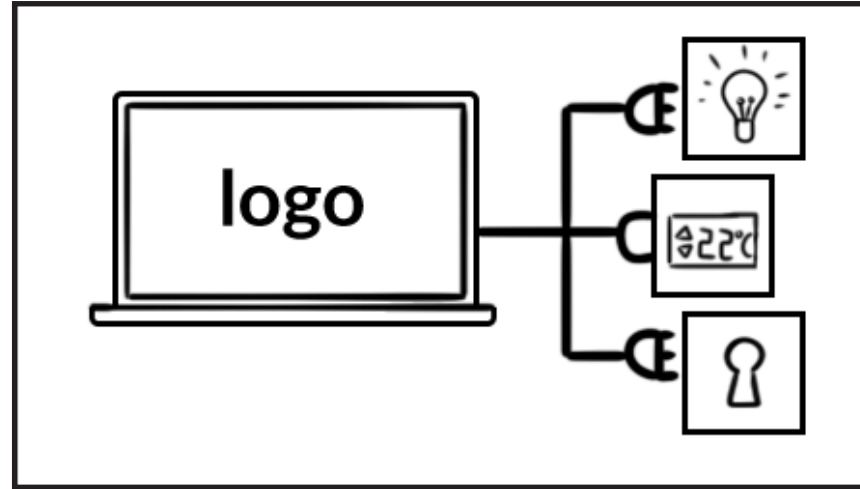
13



VO: ... minimizing disruptions for tenants and managers.

Description: A plumber did it! Now he's standing up and the woman is clearly happy. The machine sparkles like new.

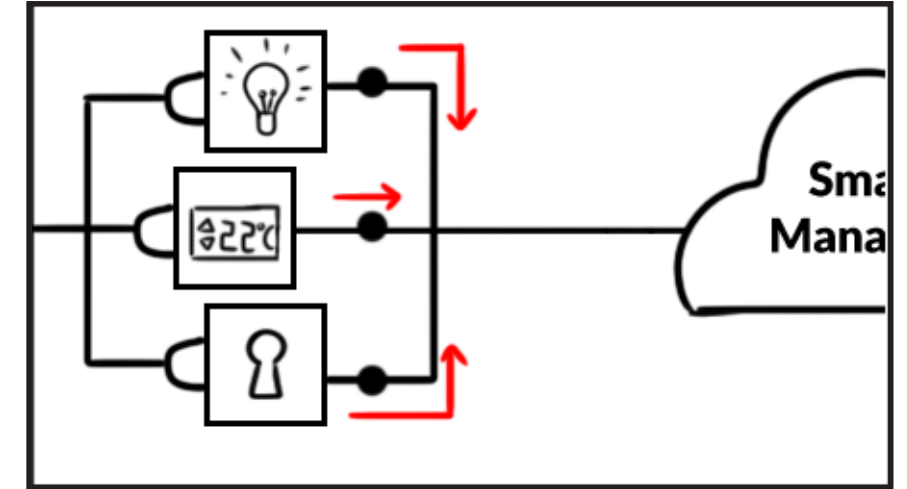
14



VO: Unlike competitors, GE's SmartHQ Management Platform is open, which means it can integrate with other connected systems and devices.

Description: Laptop with SmartHQ Management logo connects with plugs to blocks of smart light, thermostat and lock.

15



VO: Setup is as simple as logging into the facility's Wi-Fi

Description: Icons beam signals to the cloud.

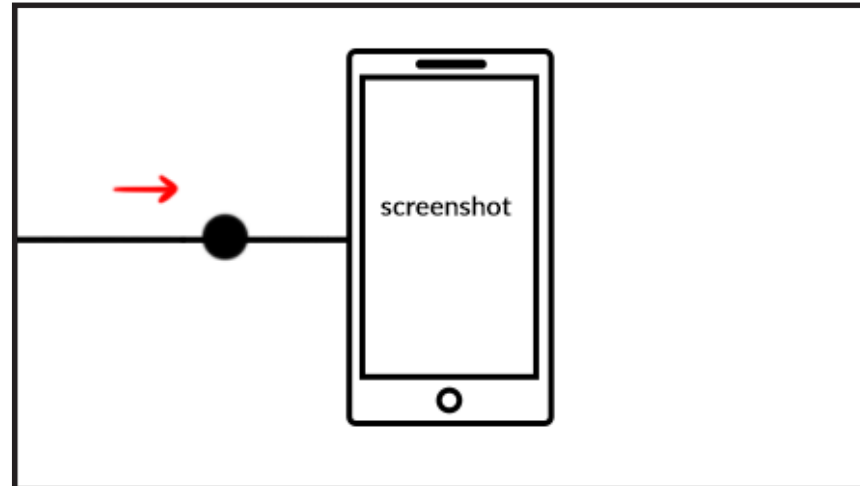
16



VO: and the SmartHQ...

Description: Signal goes to the cloud.

17



VO: ...Management portal.

Description: Then it goes further to the smartphone that shows the SmartHQ Management dashboard.

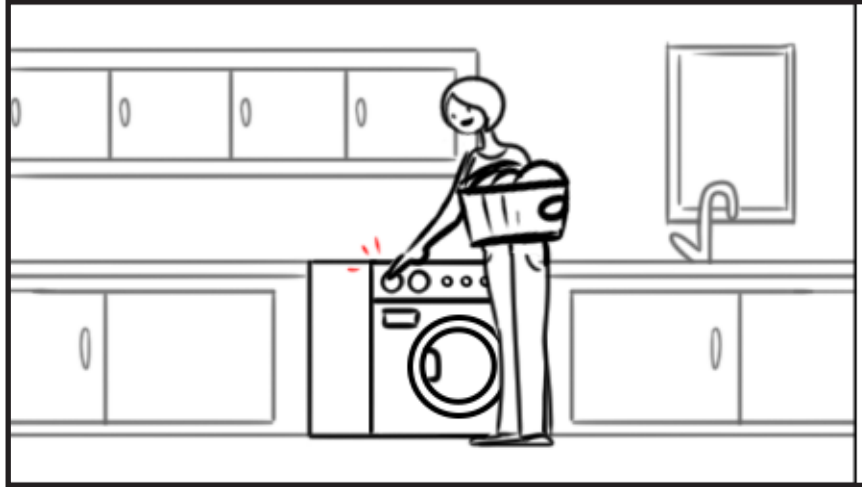
18



VO: Save time and money, increase productivity...

Description: Now we see a man, relaxed in a garden with a laptop on his knees.

19



VO: ... and enhance guest experiences on a platform robust enough to serve GE's millions of appliance owners.

Description: Camera moves right, we see a tenant happy with the laundry machine working. She's holding a big basket with laundry and clicks a button on the laundry machine. It starts working and woman goes away.

20



VO: Schedule your demo today!

Description: Animation of the logo and CTA.