



## TRANSPOWR<sup>®</sup> WITH E3X<sup>®</sup> TECHNOLOGY Video Script

FINAL

December 2, 2016

	<b>Audio</b>
1.	<p><i>Music light and purposeful.</i></p> <p>Narration:</p> <p><b>Introducing the utility industry's first heat-dissipating overhead conductor -- TransPowr with E3X Technology -- from the innovators at General Cable.</b></p>
2.	<p><b>E3X<sup>®</sup> Technology is a thin, durable coating applied to overhead power transmission conductors that significantly transforms power grid sustainability, reliability, resilience and cost of ownership.</b></p> <p><b>This groundbreaking coating increases emissivity for greater heat dissipation and reduces absorptivity to absorb less heat from the sun.</b></p>
3.	<p><b>And why do utilities need E3X Technology?</b></p> <p><b>In the U.S. alone, 70% of the more than 450 thousand miles of transmission lines are over 25 years old with 6% of electricity lost during transmission and distribution at a cost of 25 billion dollars per year.</b></p> <p><b>And utilities plan to replace 20% of the power grid by the year 2036.</b></p> <p><b>Yet, for more than a century, the utility industry hasn't seen a universal breakthrough capable of truly improving efficiency in power transmission -- until now.</b></p>
4.	<p><b>Developed by General Cable's highly qualified team of scientists and engineers, patented E3X Technology provides utilities with significant first-cost and long-term operational savings.</b></p> <p><b>With greater heat dissipation and reduced heat absorption, conductors with E3X Technology operate at up to a 30% reduced temperature.</b></p>

	<p><b>And that means up to 25% lower power transmission loss.</b></p> <p><b>It also offers up to 25% more capacity without upgrading existing infrastructure.</b></p> <p><b>With E3X Technology, utilities can save up to 20% on project costs for new lines.</b></p> <p><b>And E3X Technology reduces ice build-up in regions exposed to ice storms.</b></p>
<p><b>5.</b></p>	<p><b>And what makes E3X Technology one of a kind?</b></p> <p><b>E3X Technology can be universally applied to improve the performance of any overhead conductor... without modification to installation, termination or maintenance.</b></p> <p><b>And savings from lower first project cost, more power and lower line loss delivers an accelerated return on investment of less than 2 years...</b></p> <p><b>All while offering the sustainable life expectancy of traditional conductors.</b></p>
<p><b>6.</b></p>	<p><b>E3X Technology has been tested to the most stringent protocols over several years by 3rd party independent test laboratories like the U.S. Department of Energy's Oak Ridge National Laboratory, Kinectrics and the University of Quebec...</b></p> <p><b>With extensive field validation proving it rugged, durable and resilient.</b></p> <p><b>And time testing demonstrating a 30% reduction in operating temperature.</b></p>
<p><b>7.</b></p>	<p><b>TransPowr with E3X Technology is already withstanding extreme environments around the world...</b></p> <p><b>from the temperate humidity of the northwest, to the icy cold of the north, to the arid deserts of the Southwest, to the hot summers and freezing rain of the heartland, to the tropical regions of Southeast Asia.</b></p>

**8. With transmission line owners, operators and designers all reaping the benefits, E3X Technology is a win-win for utilities, customers and the environment.**

**E3X Technology from General Cable--transforming the global power grid for the 21<sup>st</sup> Century.**