At GE's Advanced Microelectronics Operations, we don't care if you get your ideas standing on your head, lying in bed or simply working in your lab. What we care about are those ideas. That's why we're building a team of the most creative thinkers in their fields—a team that will help us establish technological leadership.

At GE, you'll get stimulation from working at the leading edge of the most exciting new program in microelectronics. You'll work with the very best professionals from a wide variety of disciplines—professionals with more than 50,000 patents to their credit.

You'll have an actual say in the design and production of real products for tomorrow's world. Products like aerospace systems, medical programs and all kinds of consumer products.

And you'll work in an environment in which creativity flourishes: Our brand new $60 million state-of-the-art GE Microelectronics Center in North Carolina, as well as our other established facilities.

In addition, we'll help you continue your education. In North Carolina, for example, three major universities in the Research Triangle Park area have established the Microelectronics Center of North Carolina.

With apologies to Beethoven, we think all this beats pouring ice water on your head.

Technical recruiters will be on campus Thursday and Friday, Nov. 12-13. Contact your campus Placement Office to make an appointment.

If you'd just like to discuss your future in microelectronics, call our toll-free career hotline any time: 1-(800) 334-8529. Or, if you prefer, send your resume to: GE Microelectronics Center PO. Box 13049 Research Triangle Park, N.C. 27709.

Advanced Microelectronics Operations
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Join the technological renaissance.

Beethoven used ice water to stimulate his brain. At GE, we have better ways.