

Future ENERGY STAR® TV Levels:

Perspective from the Business and Consumer Electronics Program

Presented to:

ENERGY STAR Television Stakeholders



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Presented on Behalf of:



Business and Consumer Electronics Program West Coast Expansion

Initial CA Utilities



Utility Expansion:

NEEA (2009) and NV Energy (2010 tentative) Expansion



Program Partners

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Current and Future Energy Star Levels

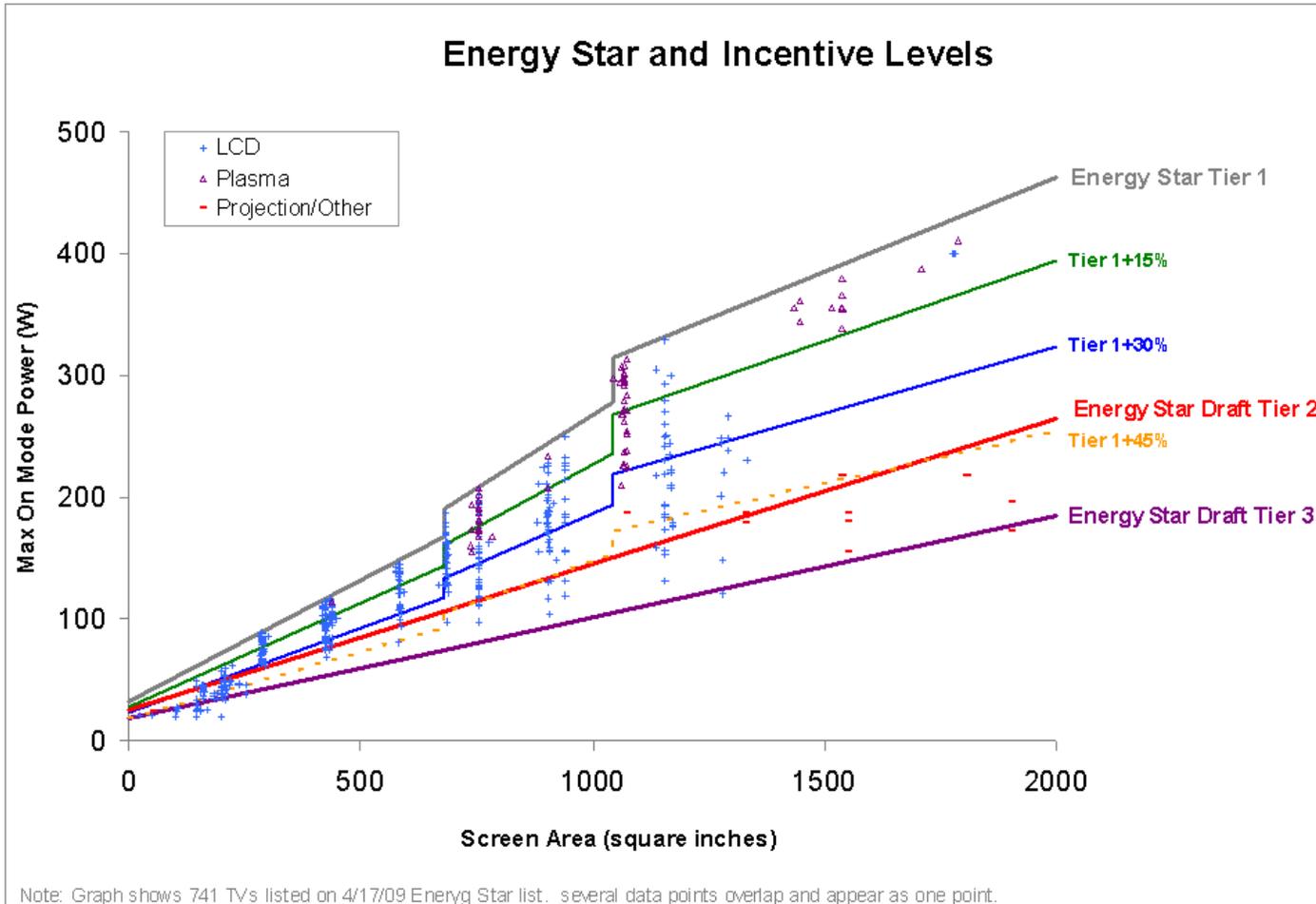
- **Current Tier 1 Level**

- Market penetration was too high to justify an incentive level for the Business and Consumer Electronics Program.
- 15% more stringent than Energy Star Tier 1 (ES+15%) was used as first incentive level for Program by PG&E and SMUD.
- 30% beyond Energy Star (ES+30%) is the next incentive level (NEEA will come in at this level).

- **Draft Tier 2 and Tier 3 Levels**

- We strongly support Energy Star's Tier 2 and Tier 3 levels.
- Market penetration for current incentive levels is increasing and Program will need to shift to more stringent levels in 2010.
- We currently plan to set the next incentive level equal to Tier 2.
- Tier 3 needs to be forward-looking and sufficiently stringent to be valuable at the time of the effective date (tentative 5/1/12). If so, this will likely be a future incentive level for BCE program.

Key TV Levels



Energy Star Tier 1 – effective 11/1/08, CEE Tier 1 level

Energy Star Tier 1+15% = PG&E and SMUD initial incentive level (CEE Tier 2)

Energy Star Tier 2+30% = NEEA’s first initial incentive level and PGE/SMUD’s second incentive level (proposed CEE Tier 3)

Energy Star Draft Tier 2 - Tentatively effective 5/1/10. Anticipated Next Incentive Level for BCE Program (~early 2010)

Energy Star Tier 2+45% Proposed CEE Tier 4 level: We recommend that interim CEE Tier 4 is changed to Energy Star Draft Tier 2 level

Energy Star Draft Tier 3 – Tentatively effective 5/1/12. Anticipated Future Incentive Level (date TBD based on market penetration)

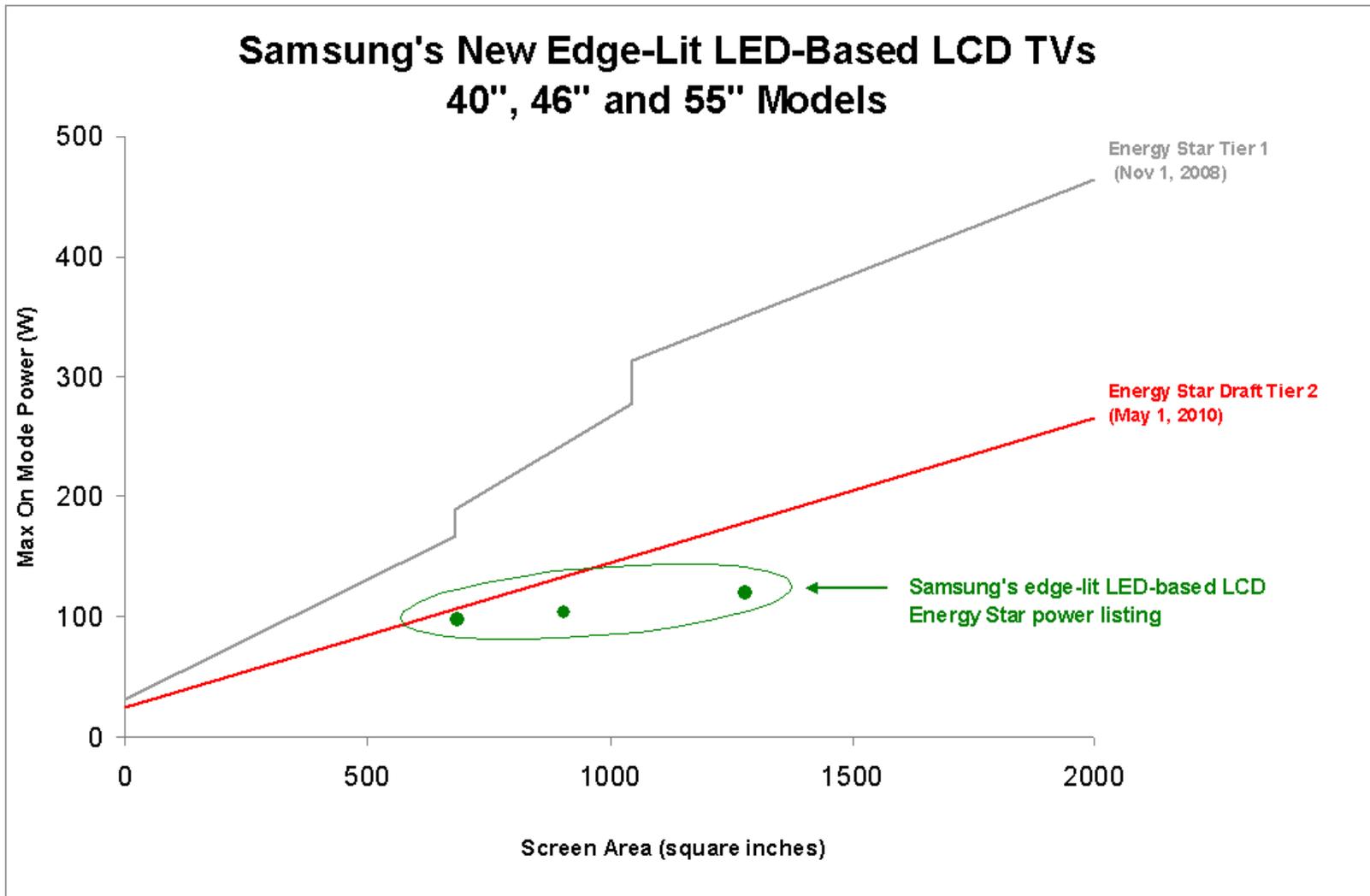
Next Generation TVs: Samsung's New LED TVs



55" LED model uses same power as typical 32" LCD model.

(Photo from 2009 CES)

Next Generation TVs: LED Lit



Note: Models shown are from Samsung's UN46B7000 series.

In total, Samsung has 30 models on the 4/17/09 Energy Star list that meet Tier 2.

Next Generation Plasma TVs



Panasonic announced “triple efficiency” plasma TVs at the 2009 Consumer Electronics Show (see photos and press release below).

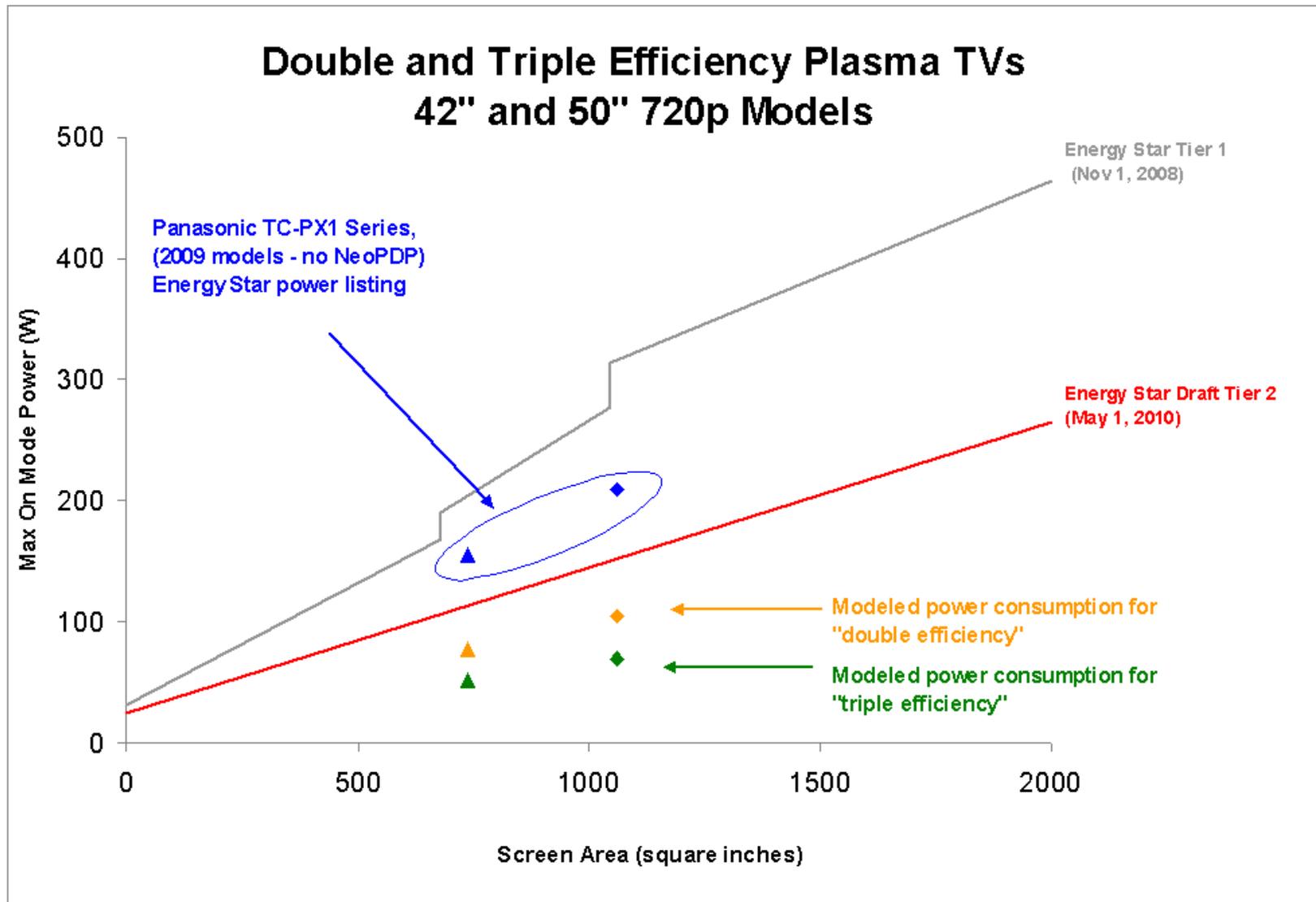
The “double efficiency” models were showcased at the 2008 CES. Some are available now and others will be introduced throughout 2009.



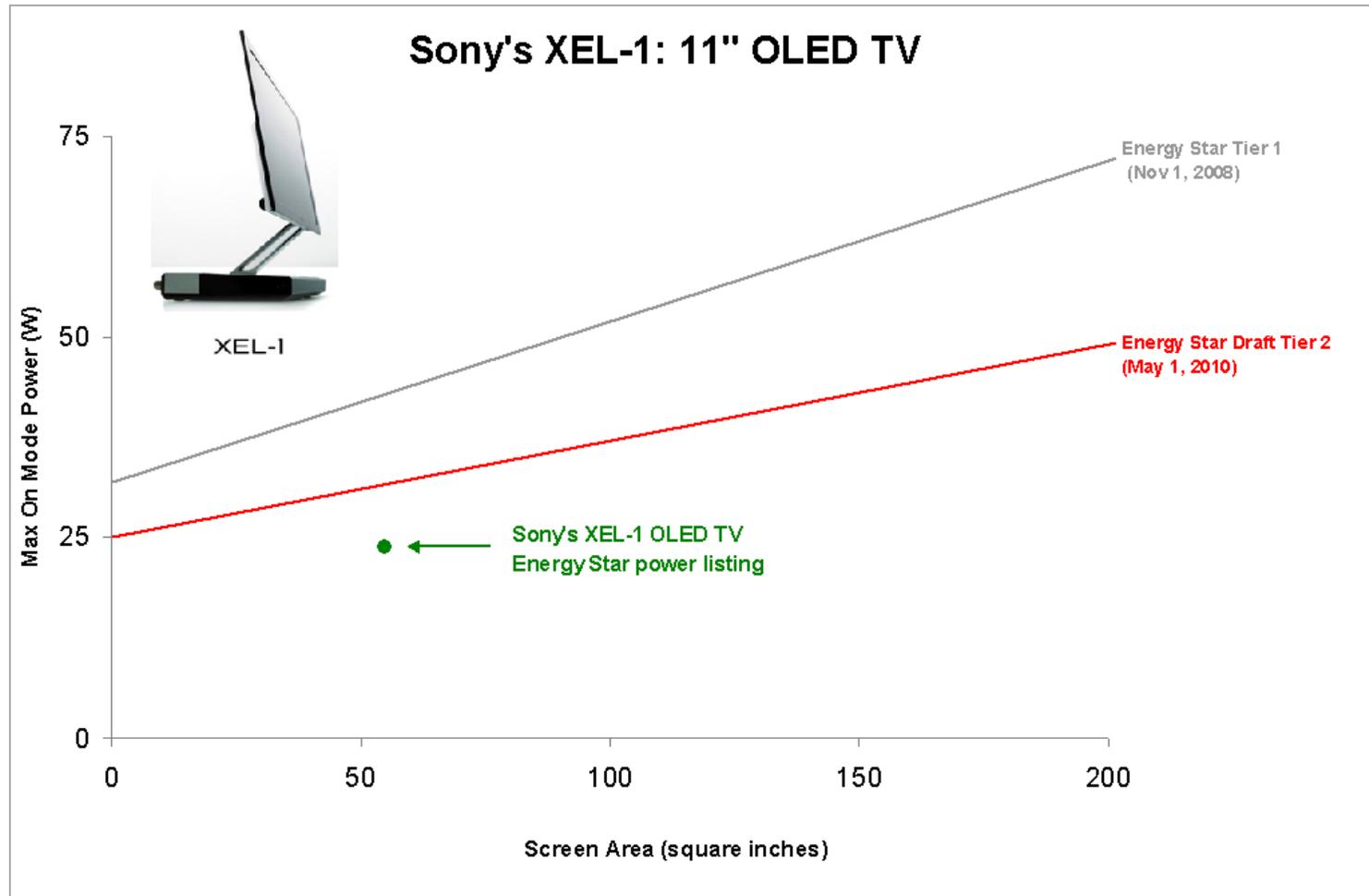
“The newly developed NeoPDP technology has been incorporated into two types of PDPs. The first is a super high-efficiency 42-inch PDP that achieves triple luminance efficiency, while reducing the power consumption to 1/3 of the 2007 models yet achieving the same brightness.” –Panasonic 2009 CEA Press Release

Full Press Release: <http://panasonic.co.jp/corp/news/official.data/data.dir/en090108-8/en090108-8.html>

Next Generation Plasma TVs

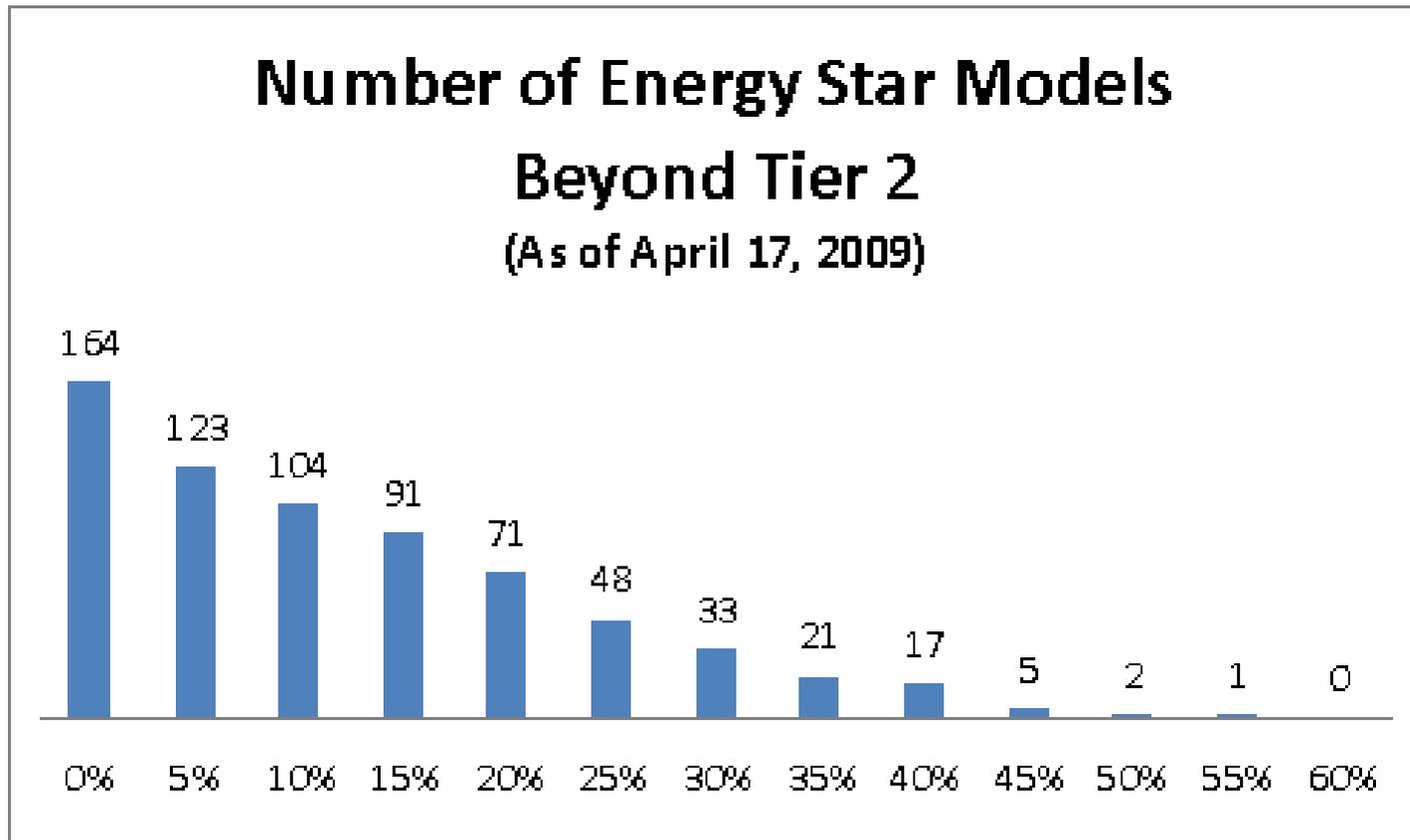


Next Generation TVs: OLEDs



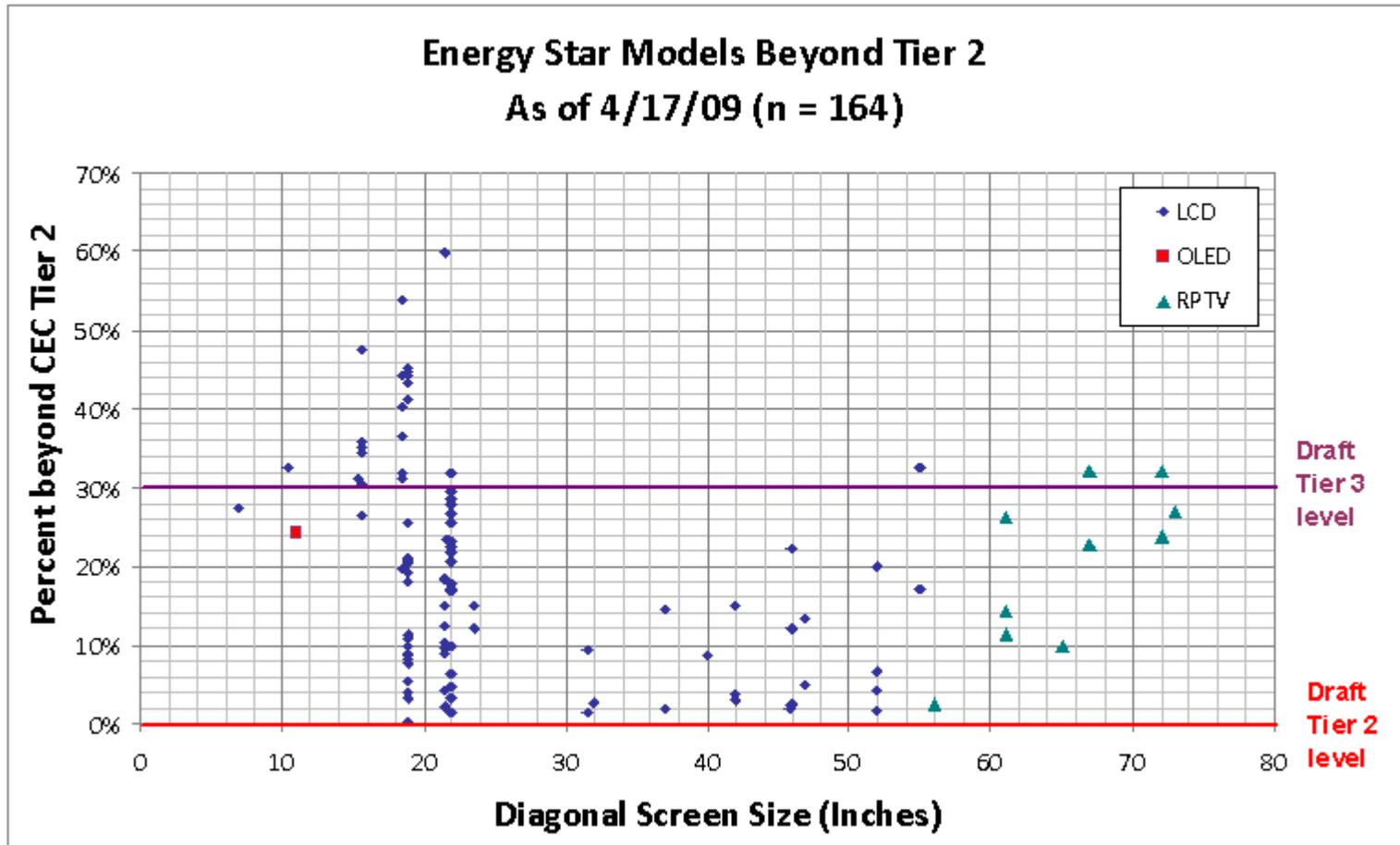
“OLED does not require a separate light source due to its light-emitting structure, therefore it can be powered using very low voltages. This means that OLED TVs consume extremely low levels of power compared with other display devices.”

Planning For Energy Star Tier 3



Note: 164 models already meet Tier 2 level today, over a year before the proposed 5/1/09 effective date.

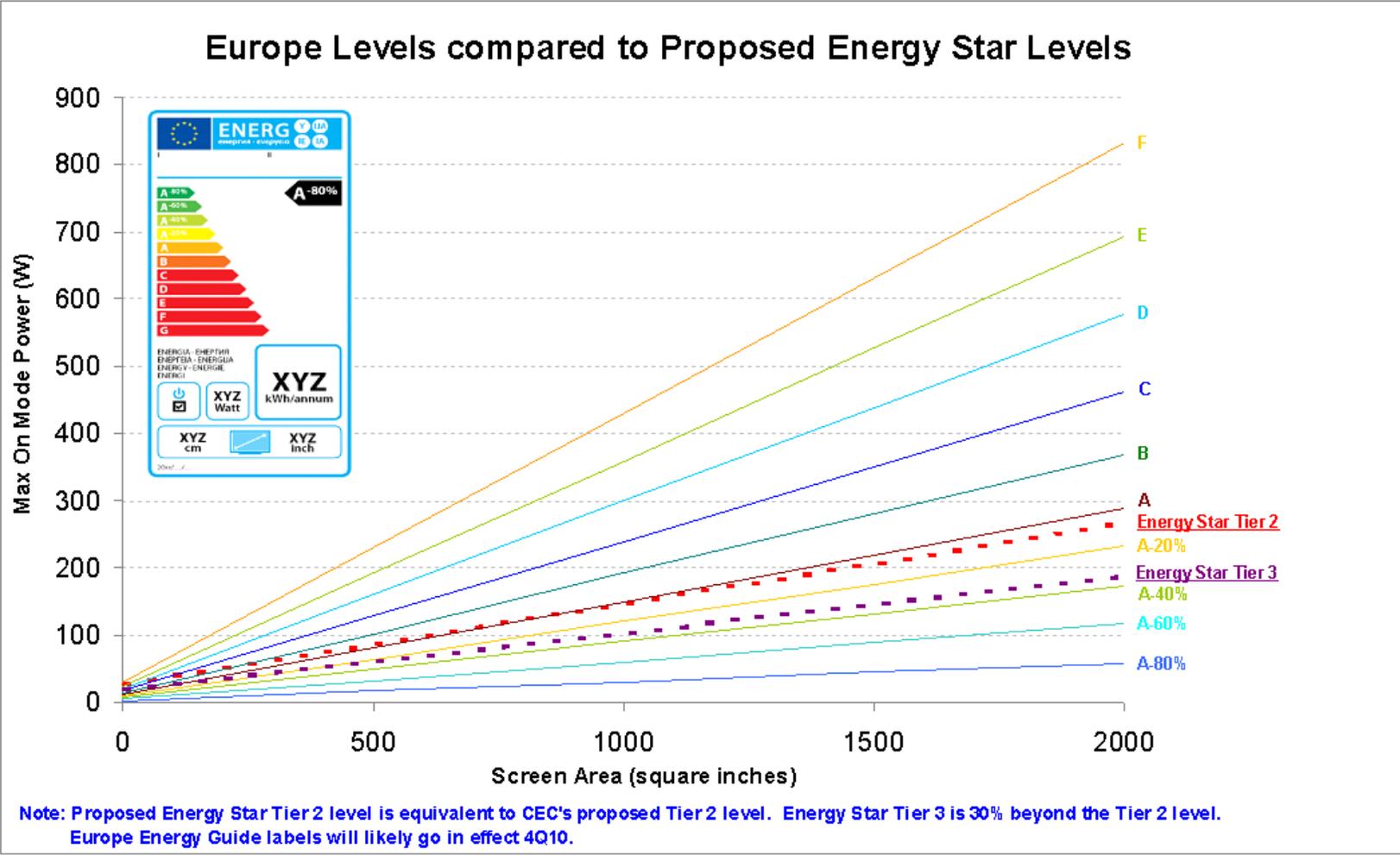
Planning For Energy Star Tier 3



- <22" LCDs: are fairly distributed from 0% to 60% beyond Tier 2
- >22" to 46" LCDs are all 0% to 10% beyond Tier 2
- >46" to 55" LCDs are all 0% to 22% beyond Tier 2
- RPTVs are all 2% to 32% beyond Tier 2
- One 11" Sony OLED is 24% beyond Tier 2

Tier 3 needs to be forward-looking and sufficiently stringent since tentative effective date is 5/1/12.

Draft Levels Keep Pace With Europe



Conclusions

- We strongly support Energy Star's Draft Tier 2 and Tier 3 levels.
- The levels will help to promote the next generation TVs that utilize efficient technologies.
- The levels keep pace with adopted European levels.
- The Business and Consumer Electronics Incentive Program seeks alignment with Energy Star levels.
 - Aiming to provide incentives at the Tier 2 level in early 2010.
 - Tier 3 is a likely future level (timing TBD on market penetration)