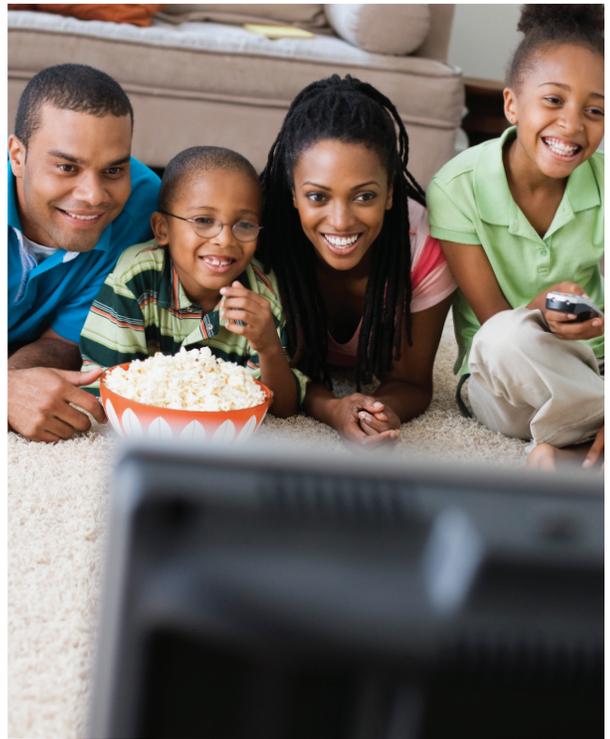


U.S. Environmental Protection Agency

CONSUMER MESSAGING GUIDE FOR ENERGY STAR® CERTIFIED CONSUMER ELECTRONICS



 LEARN MORE AT
energystar.gov

PURPOSE OF THIS GUIDE

The U.S. Environmental Protection Agency (EPA) recognizes the importance of your partnership to the success of the ENERGY STAR® program. This guide provides the latest program details for partners' use in their promotion of ENERGY STAR certified consumer electronics. Included are energy savings facts, tips for consumers and other information that will help you communicate effectively about your partnership with ENERGY STAR and what ENERGY STAR consumer electronics offer.¹ Consumers see the value in the ENERGY STAR label and look for energy-efficient products to help lower their energy costs.

USE THIS GUIDE TO:

- Enhance your website content
- Develop point-of-purchase materials
- Launch a promotional campaign

ABOUT ENERGY STAR

ENERGY STAR is a widely recognized and trusted label on products that meet strict energy-efficiency requirements set by the EPA. ENERGY STAR products are third-party certified and subject to ongoing verification. Products that have earned the ENERGY STAR help consumers save energy and money without sacrificing performance. By using less energy, these products also help reduce greenhouse gas emissions that contribute to climate change. Today, the ENERGY STAR label can be found on more than 70 different kinds of products found in our homes and workplaces including lighting, appliances, office equipment, consumer electronics, and heating and cooling equipment. Energy-efficient new homes as well as schools, government buildings, and commercial and industrial buildings also can earn the ENERGY STAR. Learn more at www.energystar.gov.

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ENERGY STAR CERTIFIED CONSUMER ELECTRONICS

The average American household owns approximately 24 electronic products, meaning that there are billions of consumer electronics (CE) devices used to watch movies, surf the internet, and play games every day. Electronics now account for about 12% of residential electricity consumption and more consumers consider energy efficiency when shopping for electronics.¹ Recent studies indicate that nearly 65% of adults are looking for energy efficient CE devices. Over 225 million ENERGY STAR certified CE products are sold annually.²

Approximately 70% of U.S. electricity comes from burning fossil fuels, which releases greenhouse gases into the atmosphere and contributes to climate change.³ ENERGY STAR certified CE products meet strict energy efficiency specifications set by EPA and use less energy, which helps reduce the greenhouse gas emissions that contribute to climate change. These certified products are produced by name-brand manufacturers, have the latest technological advances, and can be found virtually anywhere either in-store or online

QUICK SAVINGS FACTS:

- A home equipped with TVs, set-top boxes, a Blu-ray player and sound bar that have earned the ENERGY STAR, can save more than \$165 over the life of the products.
- If every TV, DVD, and home theatre system purchased in the U.S. this year were ENERGY STAR certified, we would save nearly \$150 million and prevent 1.7 billion pounds of greenhouse gas emissions per year, equivalent to the annual emissions of nearly 170,000 cars.
- Audio/video (AV) equipment that meet ENERGY STAR qualifications are up to 65% more efficient than conventional models.
- ENERGY STAR certified home office equipment with the power management features enabled, can save nearly \$250 over the life of the products.
- If every home office product purchased in the United States this year earned the ENERGY STAR, we would save more than \$335 million in annual energy costs and prevent 4 billion pounds of greenhouse gases, equivalent to emissions from nearly 385,000 cars.

Approximately 46% of U.S. households knowingly purchased an ENERGY STAR certified product in the past year. Of these purchasers:

- About 77% reported the label as influential in their purchasing decision;
- About 77% reported that they are likely to recommend products that have earned the ENERGY STAR to friends.⁴

¹ CEA. Energy Consumption of Consumer Electronics in U.S. Homes in 2013.

² Consumer Electronics Association, "Powering Intelligent Electricity Use." 2011.

³ Energy Information Administration (EIA), Annual Energy Outlook 2014 (Early Release) edition.

⁴ EPA Office of Air and Radiation, Climate Protection Partnerships Division. National Awareness of ENERGY STAR® for 2015: Analysis of 2015 CEE Household Survey. U.S. EPA, 2016.

ENERGY STAR CERTIFIED TELEVISIONS

ENERGY STAR VS. STANDARD MODELS – THE BENEFITS ARE CLEAR

Televisions that have earned the ENERGY STAR are on average 25% more energy-efficient than standard models. The following information details performance requirements, technological features, savings assumptions, and savings facts that can be used to promote the benefits of ENERGY STAR certified TVs.

The ENERGY STAR specification sets maximum power draws when the television is on and in standby. Special on-mode maximum power draws are established for ultra-high definition (UHD) TVs (4 times more resolution than conventional HD TVs). The latest ENERGY STAR TV specification became effective on October 30, 2015. ENERGY STAR-certified TVs meet international standards limiting hazardous material content and are designed to be easily recycled.



ENERGY SAVINGS

Savings from purchasing ENERGY STAR certified TVs can add up:

- A home equipped with TVs, set-top boxes, a Blu-ray player and a sound bar that have earned the ENERGY STAR, can save more than \$165 over the life of the products.
- Lifetime savings from ENERGY STAR certified TVs can be as high as \$78. These lifetime energy savings are equivalent to preventing one-half ton of greenhouse gas emissions.
- If all televisions sold in the United States were ENERGY STAR certified, the energy cost savings would grow to more than \$640 million each year and 9 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 880,000 vehicles.

In the last six years, the ENERGY STAR maximum allowable power draw has become roughly four times more stringent — dropping from over 200 watts to less than 50 watts for a 42 inch TV — keeping up with the latest, more efficient TV technologies.

TECHNOLOGICAL ADVANCES

ENERGY STAR certified TVs deliver superior efficiency and can feature the latest technological advances such as:

- **Quantum Dot.** The newest technology available for TVs today, quantum dots are small light-emitting nanocrystals that produce deeper shades of color. In addition to enhanced picture quality, they are able to emit more light relative to their size and hence use less energy.
- **Organic Light Emitting Diodes (OLEDs).** OLED is an organic film placed between two conductors that emits light when current is run through it. OLED TVs are thinner with an enhanced picture (e.g., wider viewing angles, brighter pictures, better contrast, no motion blur), and save energy because electronics and circuitry is not needed to drive the LED backlight.
- **Smart TVs.** ENERGY STAR certified smart TVs have the ability to stream content (e.g., Netflix, Hulu, Amazon Prime) directly from the Internet. This feature helps save energy because you do not need additional units, such as game consoles or digital media players, to stream content.

ENERGY SAVING TIPS

- **Activate Automatic Brightness Control (ABC) When Setting Up your TV to Maximize Energy Savings.** Brighter TVs use more energy. ABC automatically adjusts TV brightness to relative to room brightness. ABC, when activated, not only enhances the viewing experience but reduces power consumption by 30%. Consider activating the ABC when setting up your TV for the maximum energy savings.
- **Avoid High-Brightness TV Viewing Modes.** Different brightness levels come with different viewing modes. TV viewers should avoid high-brightness TV viewing modes like “retail,” “demo,” “vivid,” or “dynamic” and instead use “standard,” “cinema,” or “movie” to save energy.
- **Use for Smart TV for Streaming Instead of a Game Console.** If your home entertainment system has both a game console and a Smart TV as streaming device options, always use the Smart TV as game consoles use considerably more energy for streaming.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- Television is “on” an average of 5 hours per day.
- Home savings of \$165 are based on lifetime electricity savings generated from 3 TVs, 2 set-top boxes, a Blu-ray player, and a sound bar.
- National average residential electricity rate of 12.8 cents per kWh.
- National average avoided greenhouse gas emission rate of 1.54 lbs CO₂ per kWh saved.
- TV lifetime of 5 years.

ENERGY STAR CERTIFIED SOUND BARS AND WIRELESS SPEAKERS

ENERGY STAR VS. STANDARD MODELS – THE BENEFITS ARE CLEAR

Sound bars that have earned the ENERGY STAR are up to 69% more efficient than standard models. Wireless speakers that have earned the ENERGY STAR are up to 44% more efficient than standard models. The following information details performance requirements, technological features, savings assumptions, and savings facts that can be used to promote the benefits of ENERGY STAR certified sound bars and wireless speakers.



The ENERGY STAR specification for sound bars and wireless speakers sets maximum power draws when in sleep mode (1 watt max with allowances for connectivity) and idle mode (5 watt max with allowances for connectivity), and requires a minimum amplifier efficiency. ENERGY STAR-certified sound bars and wireless speakers meet international standards limiting hazardous material content. The latest ENERGY STAR sound bar specification became effective on May 1, 2013.

Sound bars are one of the fastest growing CE products on the market as sales have increased by a factor of 10 in the past six years worldwide and unit sales in the United State increased by 143 percent from 2014 to 2015 and are forecast to increase by 61 percent between 2015 and 2016.⁵

ENERGY SAVINGS

ENERGY STAR certified sound bars and wireless speakers save energy by using high efficiency speakers and efficient power supplies. In addition, they are required to automatically power down when not in use. Savings from these devices can add up over time, especially when combined with other ENERGY STAR certified home entertainment products. For example, a home equipped with TVs, set-top boxes, a Blu-ray player and sound bar that have earned the ENERGY STAR, can save more than \$165 over the life of the products.

Lifetime savings for sound bars include:

- Over its lifetime, an ENERGY STAR certified sound bars, on average, will save you over \$44 in energy costs, respectively.
- These lifetime energy savings are equivalent to preventing close to 600 pounds of greenhouse gas emissions.

TECHNOLOGICAL ADVANCES

ENERGY STAR certified sound bars and wireless speakers include the latest features to enhance and broaden your listening experience and save energy:

- **Volume Leveling Technology.** Sound bars can ensure commercials are not louder than show soundtracks. This feature is good for late-night watching so loud sound effects won't wake sleeping family members. In addition, the lower volumes will save energy.
- **Simulated Surround Sound Effects.** Sound bars use multiple audio channels with discrete sounds assigned to each channel to create a three-dimensional surround effect. Surround sound from one sound bar avoids the need for, and the extra energy use, of a multi-speaker surround sound system.

⁵ CTA Consumer Technology Extended Forecast Module 2014-2019, Consumer Technology Association, January 2016.

- **Built in Phone Charger.** Some wireless speakers come with a built-in recharger through a USB charging port to power up that mobile device.
- **Bluetooth.** Bluetooth is ingrained into sound bars, wireless speakers, and every modern mobile device or computer. In its latest iteration, Bluetooth offers audio resolution close to Wi-Fi streaming but uses much less energy.⁶ energy saving tips

Some ENERGY STAR certified sound bars and wireless speakers include settings that consumers can use to maximize energy savings:

- **Lower period of inactivity.** If available to be set, adjust the period of inactivity before a unit automatically powers down to the shortest possible time period available.
- **Use Bluetooth, not WiFi.** If your speaker has both Wi-Fi and Bluetooth options, only use Wi-Fi in situations where Bluetooth does not work (e.g., longer ranges up to around 200 feet, when streaming the multiple speakers at once) whenever possible since Bluetooth uses three percent of the energy of WiFi.⁷

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- National average residential electricity rate of 12.8 cents per kWh.
- National average avoided greenhouse gas emission rate of 1.54 lbs CO₂ per kWh saved.
- Sound bar lifetime of 7 years.

⁶<http://techin.oureverydaylife.com/bluetooth-vs-wifi-power-consumption-17630.html>; <http://www.consumerreports.org/cro/wireless-speakers/buying-guide.htm>

⁷<http://techin.oureverydaylife.com/bluetooth-vs-wifi-power-consumption-17630.html>; <http://www.consumerreports.org/cro/wireless-speakers/buying-guide.htm>

ENERGY STAR CERTIFIED DVD AND BLU-RAY PLAYERS

ENERGY STAR VS. STANDARD MODELS – THE BENEFITS ARE CLEAR

DVD players that have earned the ENERGY STAR are up to 35% more efficient than standard models. Blu-ray players that have earned the ENERGY STAR are up to 45% more efficient than standard models. The following information details performance requirements, technological features, savings assumptions, and savings facts that can be used to promote the benefits of ENERGY STAR certified sound bars and wireless speakers.



The ENERGY STAR specification for DVD and Blu-ray players sets maximum power draws when in sleep mode (1 watt max with allowances for connectivity), idle mode (5 watt max with allowances for connectivity), and on-mode (maximum wattage varies with features) and requires a minimum amplifier efficiency. ENERGY STAR certified DVD and Blu-ray players meet international standards limiting hazardous material content. The latest ENERGY STAR DVD and Blu-ray specification became effective on May 1, 2013.

ENERGY SAVINGS

ENERGY STAR certified DVD and Blu-ray players save energy by using efficient components (e.g., power supplies, amplifiers, and disc drives). In addition, they are required to automatically power down when not in use. If every TV, DVD, and home theatre system purchased in the U.S. this year were ENERGY STAR certified, we would save nearly \$150 million and prevent 1.7 billion pounds of greenhouse gas emissions per year, equivalent to the annual emissions of nearly 170,000 cars.

TECHNOLOGICAL ADVANCES

Some ENERGY STAR certified DVD and Blu-ray players have the ability to stream content (e.g., Netflix, Hulu, Amazon Prime) directly from the Internet. This feature helps save energy because you do not need additional units, such as game consoles or digital media players, to stream content.

ENERGY SAVING TIP

Use DVD or Blu-ray Player for Streaming Instead of a Game Console. If your home entertainment system has both a game console and DVD/Blu-ray Player as streaming device options, always use the DVD/Blu-ray Player as game consoles use considerably more energy for streaming.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- National average residential electricity rate of 12.8 cents per kWh.
- National average avoided greenhouse gas emission rate of 1.54 lbs CO₂ per kWh saved.
- DVD or Blu-ray Player lifetime of 7 years.

ENERGY STAR CERTIFIED DIGITAL MEDIA PLAYERS

ENERGY STAR VS. STANDARD MODELS – THE BENEFITS ARE CLEAR

ENERGY STAR certified digital media players (DMPs), also known as “over-the-top” (OTT) devices, use 44% less energy than standard DMPs. The following information details performance requirements, technological features, savings assumptions, and savings facts that can be used to promote the benefits of ENERGY STAR.

The ENERGY STAR DMP specification sets a baseline maximum annual energy use requirements. In addition to this baseline, a series of allowances for different features and technologies (e.g., automatic sleep mode activation, home network interface, UHD capability) can be added to the baseline maximum allowable energy use. The latest ENERGY STAR DMP specification became effective January 1, 2017. ENERGY STAR-certified DMPs meet international standards limiting hazardous material content.



ENERGY SAVINGS

Savings from ENERGY STAR certified DMPs can add up. In fact, if all digital media players sold in the United States were ENERGY STAR certified, the cost savings would grow to more than \$200 million each year and 3 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from over 280 thousand vehicles.

DMPs also are one of the most efficient ways to enjoy television — saving about \$15 per year on electricity compared to a standard cable or satellite TV box annually and equivalent to annually preventing close to 200 pounds of greenhouse gas emissions.

TECHNOLOGICAL ADVANCES

ENERGY STAR certified DMPs deliver superior efficiency and performance by incorporating advanced features such as:

- **Streaming Sticks.** ENERGY STAR certified DMPs that plug into the USB port of your television have all the essential features of the console-based DMPs, but use less energy due to more efficient components.
- **Low Power Chips.** Chips used by DMPs are the same powerful but energy-efficient chips used by mobile phones.

ENERGY SAVING TIPS

- **Manage Automatic Power Down.** Some ENERGY STAR certified DMPs, if inactive for a period of time, automatically enter a low-power sleep mode. To maximize savings, you can lower the amount of time it takes for an inactive DMP (e.g., from 30 minutes to 15 minutes) to go to sleep. If your DMP is not capable of entering sleep mode automatically, manually place the DMP into sleep/off mode whenever you can to maximize your energy savings.
- **Use for DMP for Streaming Instead of a Game Console.** If your home entertainment system has both a game console and a DMP as streaming device options, always use the DMP as game consoles use considerably more energy for streaming.

SAVING ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- National average residential electricity rate of 12.8 cents per kWh.
- National average avoided greenhouse gas emission rate of 1.54 lbs CO₂ per kWh saved.
- DMP lifetime of 6 years.

ENERGY STAR CERTIFIED SLATES/TABLETS

ENERGY STAR VS. STANDARD MODELS – THE BENEFITS ARE CLEAR

Tablets are a lightweight, energy efficient choice for simple tasks such as browsing the Internet or streaming content. The following information details performance requirements, savings assumptions, and savings facts that can be used to promote the benefits of ENERGY STAR certified tablets.

The ENERGY STAR specification requires certified tablets to: stay below maximum energy consumption levels, use efficient battery chargers, and go to sleep when inactive. ENERGY STAR-certified tablets meet international standards limiting hazardous material content and generally accepted recyclability attributes. The latest ENERGY STAR tablet specification became effective on September 10, 2014.



ENERGY SAVINGS

Compared to other products, tablets use much less energy:

- An ENERGY STAR certified slate or tablet uses 10 times less power to stream video than a game console does.
- An ENERGY STAR certified slate or tablet uses seven times less power than a television and six times less than a desktop computer and monitor.

ENERGY SAVING TIPS

There are a number of ways to save energy when using a tablet:

- **Lower Brightness.** Powering the screen takes significant energy, so set your slate or tablet to the auto-brightness setting, so screen brightness is automatically adjusted based on ambient light
- **Stay Out of the Heat.** Ensure your slate or tablet battery has a long life by keeping it out of the sun and hot places, such as car trunks.
- **Activate Airplane Mode.** If you are out of range of a wireless network, turn on airplane mode to conserve battery power.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- National average residential electricity rate of 12.8 cents per kWh.
- National average avoided greenhouse gas emission rate of 1.54 lbs CO₂ per kWh saved.

ENERGY STAR CERTIFIED HOME OFFICE PRODUCTS

ENERGY STAR VS. STANDARD MODELS – THE BENEFITS ARE CLEAR

ENERGY STAR certified office equipment — computers, laptops, monitors, printers, copiers and all-in-one devices — are up to 60% more efficient than standard models. The following information details performance requirements, savings assumptions, and savings facts that can be used to promote the benefits of ENERGY STAR certified home office equipment.

The ENERGY STAR specification requires certified office equipment to stay below maximum energy consumption levels (in sleep, idle, and on modes), use efficient power supplies, and go to sleep when inactive. ENERGY STAR-certified computers meet international standards limiting hazardous material content and generally accepted recyclability attributes. The latest ENERGY STAR office equipment specification's effective date are:



- Computer and laptop specification became effective on September 10, 2014.
- Monitor specification became effective on specification on July 1, 2016.
- Printer, copier, and all-in-one devices specification became effective on January 1, 2014.

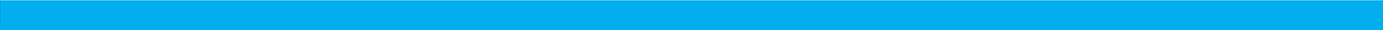
ENERGY SAVINGS

ENERGY STAR certified home office equipment savings vary by product:

- ENERGY STAR certified monitors are 15% more efficient than standard models.
- ENERGY STAR certified laptops are up to 20% more efficient than standard models.
- ENERGY STAR certified imaging equipment, such copiers, printers, scanners, and all-in-one devices, are 30% more efficient than conventional models.
- ENERGY STAR certified computer will use 60% less energy depending on how it is used.

These savings, when examined over the life of the product and/or across the United States, can add up:

- ENERGY STAR certified home office equipment with the power management features enabled, can save nearly \$250 over the life of the products.
- If every home office product purchased in the United States this year earned the ENERGY STAR, we would save more than \$335 million in annual energy costs and prevent 4 billion pounds of greenhouse gases, equivalent to emissions from nearly 385,000 cars.
- If all imaging equipment sold in the United States were ENERGY STAR certified, the energy cost savings would grow to nearly \$775 million each year and more than 12 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 1.2 million vehicles.
- If all residential monitors sold in the United States were ENERGY STAR certified, the cost savings would grow to nearly \$13 million each year and more than 200 million pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 19,000 vehicles.



ENERGY SAVING TIPS

Home office users can follow these tips to maximize savings:

- **Ensure Office Products to Go to Sleep.** Power management settings should be activated that automatically place the device into a low-power mode when inactive. If available to be set, lower the period of inactivity before the device goes to sleep.
- **Use a Power Strip as a Central "Turn Off" Point.** Even when turned off, electronic and IT equipment often use a small amount of electricity. U.S. households spend approximately \$100 per year to power devices while they are in a low power mode, roughly 8% of household electricity costs. Using a power strip for your computer and all peripheral equipment allows you to completely disconnect the power supply from the power source, eliminating standby power consumption.

SAVINGS ASSUMPTIONS

EPA uses the following assumptions for ENERGY STAR savings estimates:

- National average residential electricity rate of 12.8 cents per kWh.
- National average avoided greenhouse gas emission rate of 1.54 lbs CO₂ per kWh saved.
- Home office equipment lifetime of 3.5 to 4 years.

APPENDICES

APPENDIX 1: THE ENERGY STAR BRAND

ENERGY STAR MARKET POSITION

ENERGY STAR emphasizes three broad messages across the program and encourages partners to do the same:

- Emphasis on the power of the individual in making a difference
- Highlighting ENERGY STAR as the environmental choice that provides energy savings without compromising quality or comfort
- Showcasing ENERGY STAR as a government-backed symbol providing valuable, unbiased information to businesses and consumers

ENERGY STAR LOGO USAGE

The ENERGY STAR identity is a valuable asset which must be properly used and protected. Partners should take care in using the ENERGY STAR marks in all communication and outreach materials. Below are general guidelines:

- The ENERGY STAR name should always appear in capital letters. There should not be a hyphen between ENERGY and STAR.
- The registered symbol ® must be used the first time “ENERGY STAR” appears on a document or website.
- When writing about ENERGY STAR, it is correct to state that a product is “ENERGY STAR certified,” “ENERGY STAR qualified,” or that the “product has earned the ENERGY STAR.”
- The color for the mark is ENERGY STAR blue (100% cyan). There are specific ENERGY STAR marks for partners’ various needs:

ENERGY STAR MARK	SPECIFICATION
 <p>Certification Mark</p>	Use this mark as a label on products, homes, and buildings that have earned the ENERGY STAR.
 <p>Partner Mark</p>	Use this mark to promote a partner’s commitment and partnership in the ENERGY STAR program. It may only be used by ENERGY STAR partners who have signed a Partnership Agreement.
 <p>Linkage Phrase Mark</p>	Use this mark in marketing materials and on websites to show that a company sells ENERGY STAR certified products or services.
 <p>Promotional Mark</p>	Use this mark in public education campaigns on the benefits of ENERGY STAR, including in brochures, media kits, and fliers.

The above guidelines are not comprehensive. For more information, visit www.energystar.gov/logouse.

ENERGY STAR BOILERPLATE

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to EPA's ENERGY STAR program for guidance on how to save energy, save money, and protect the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Today, ENERGY STAR is the most widely recognized symbol for energy efficiency in the world, helping families and businesses save \$430 billion on utility bills, while reducing greenhouse gas emissions by 2.7 billion metric tons since 1992. Join the millions who are already making a difference at energystar.gov.

ENERGY STAR REVIEW POLICY

Advertisements where the certification mark is placed next to certified products do not need to be approved. However, EPA must approve any major educational or promotional campaigns that feature the ENERGY STAR name, mark or messaging prior to the final production. Please contact your ENERGY STAR representative with any questions.

APPENDIX 2: PARTNER RESOURCES

ENERGY STAR makes it easy for your customers to choose products that not only save them money, but help the environment by preventing greenhouse gases associated with climate change—all this without sacrificing the quality they expect from these products. The ENERGY STAR Program provides a variety of tools and resources partners can leverage to increase sales and customer loyalty by promoting energy-saving and environmental benefits associated with ENERGY STAR products and practices.

1. ENERGY STAR Products Pages: www.energystar.gov/products

A quick overview of ENERGY STAR products where you can access:

- Consumer buying guidance and tips
- ENERGY STAR specifications
- Seasonal product promotions

2. ENERGY STAR Partner Resource Page: www.energystar.gov/partners

A resource center for ENERGY STAR partners including:

- Logos, savings calculators, and more
- ENERGY STAR Identity Guidelines

3. ENERGY STAR Marketing Tools & Resources: www.energystar.gov/marketing_materials

A comprehensive list of resources organized by product category and featuring upcoming promotions.

- Sales and marketing materials
- Webinars
- Training materials

4. ENERGY STAR Product Finder: www.energystar.gov/productfinder

An interactive tool that provides users with the opportunity to refine, filter, and sort through ENERGY STAR certified products and related energy efficiency information, including:

- Filter, share, and compare product information
- Access to the full ENERGY STAR data set
- API guidance to help you build your own tools and apps

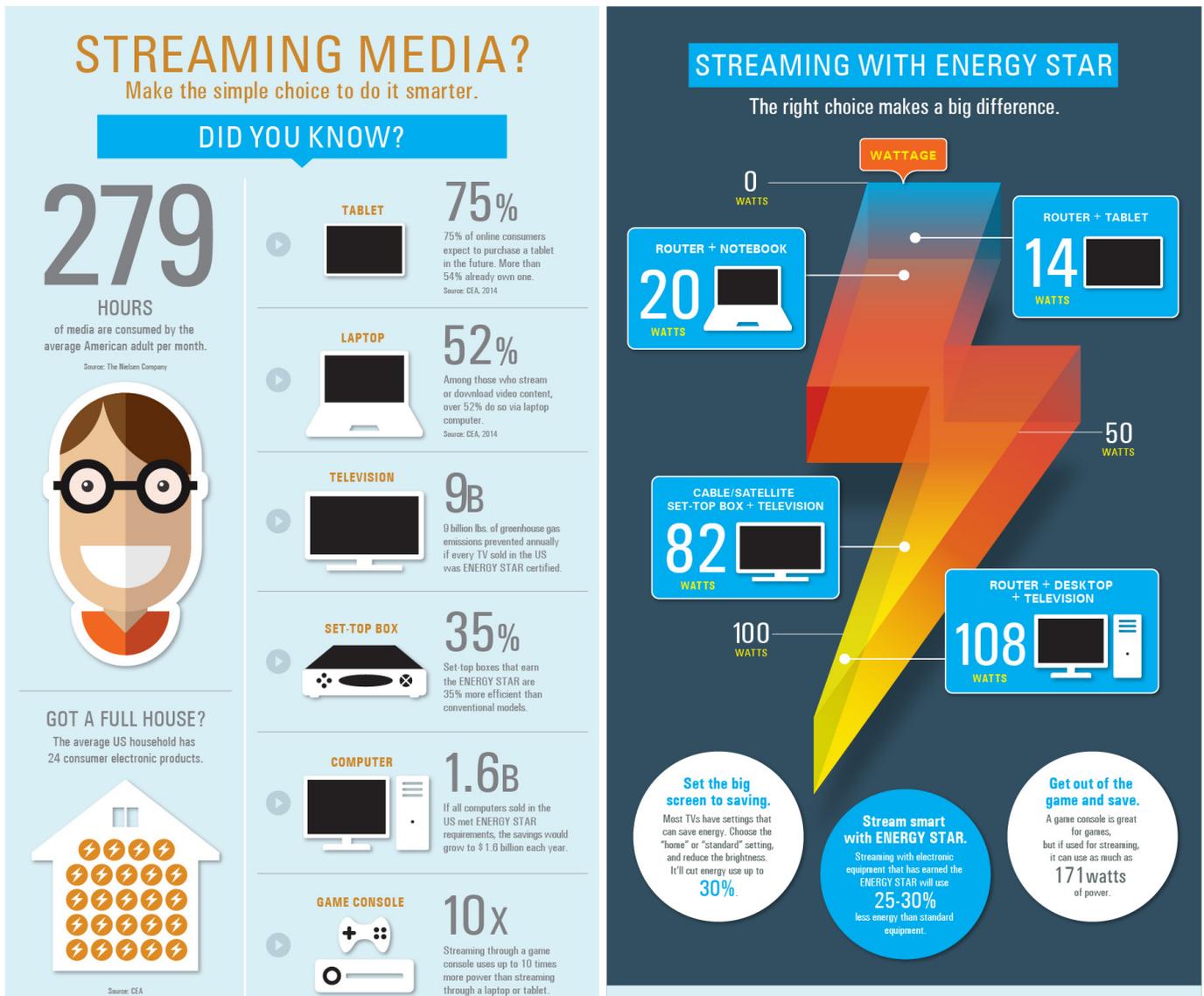
5. ENERGY STAR Social Media

Connect with ENERGY STAR on social media and share the latest energy efficiency advice, videos, and promotions.

- Facebook – www.facebook.com/ENERGYSTAR
- Twitter – www.twitter.com/ENERGYSTAR
- YouTube – www.youtube.com/EPAENERGYSTAR

APPENDIX 3: STREAMING OVERVIEW

More and more consumers are turning to streaming devices to access entertainment content and subscriptions to streaming video services are now on par with homes that have digital video recorders (DVRs).⁸ ENERGY STAR can help consumers stream smart with a wide variety of certified products such as digital media players, laptops, and tablets, and information on how to increase energy savings while streaming. View the full infographic online: energystar.gov/products/ask-the-expert/streaming-media



⁸<http://www.wsj.com/articles/streaming-video-subscriptions-are-now-just-as-popular-as-dvrs-1467032401>.

APPENDIX 4: ENERGY STAR RETAIL PRODUCTS PLATFORM MID-STREAM INCENTIVES

HOW IT WORKS

- Program sponsors agree to adopt a common set of retail based products for promotion.
- Critical scale is achieved through consistent program design—including product categories, specifications, data requirements, and general approach (i.e. midstream incentives)—and lower per-unit incentive and administrative costs for both program sponsors and retailers.
- Retailers agree to provide unprecedented access to critical sales and market share data to program sponsors in exchange for targeted product categories, consistent and streamlined data, and reporting requirements from program sponsors.
- Retailers and program sponsors work together to tailor local go-to-market strategies built on the national framework allowing for some flexibility in local markets.
- EPA, NRDC, retailers and leading regulatory experts support program sponsors in developing and promoting supportive policy and innovative evaluation, measurement and verification approaches.

MID-STREAM INCENTIVES

The foundation of the ESRPP is the mid-stream incentive. Incentive programs for energy efficient products are characterized as mid-stream, up-stream or down-stream depending on who receives the incentives. Upstream programs provide incentives for manufacturers to make more efficient products and down-stream programs provide rebates for consumers, encouraging them to purchase more efficient products. A midstream program provides incentives for retailers to stock and sell a higher percentage of highly efficient products than they would have otherwise. Consumer electronics are well suited to a midstream approach. Because of the relatively modest energy savings per device, traditional downstream/ consumer incentives tend to be small, relative to the products' purchase price, resulting in little impact on consumer choice. Upstream models, on the other hand, are generally impractical since CE manufacturers make product design decisions for the global market and program sponsors cannot command the required scale to impact decisions at this level. While the per unit incentive amount may be small in absolute terms, it may be more significant when compared to a retailer's profit margin on the CE product, and even more compelling given the volume of sales of CE products. These factors, taken together, may allow a midstream incentive to influence a retailer's product selection behavior.

APRIL 2016 ESRPP STATUS SUMMARY

- 2016 ESRPP participants include 12 states and 10 major utilities participating:
 - WA, OR, ID, MO: NEEA
 - CA: PG&E, SMUD, and SCE
 - HI: Hawaii Energy
 - CO, MN: Xcel
 - WI: Focus on Energy
 - NJ: New Jersey Clean Energy Program
 - NY: ConEd
 - VT: Efficiency Vermont
- Opportunity to 15 percent of the residential United States market, nearly 18 million residential households
- At +600 stores locations with Best Buy, Sears, Kmart and Home Depot since April 1, 2016

- 6 appliance and consumer electronic product categories meeting certain ENERGY STAR based criteria will be subject to midstream incentives:

Product Category	Tier
Air Cleaner	ENERGY STAR v1.2
Air Cleaner	ENERGY STAR v2 +30%
Room AC	ENERGY STAR v4
Freezer	ENERGY STAR v5
Freezer	ENERGY STAR v5 +5%
Gas Dryer	ENERGY STAR v1
Electric Dryer	ENERGY STAR v1
Electric Dryer	2014 Emerging Tech Award (ENERGY STAR Heat Pump)
Sound bar	ENERGY STAR v3 +15%
Sound bar	ENERGY STAR v3 +50%
Ultra HD TVs	ENERGY STAR v7