During the Computers stakeholders meeting, there was discussion about extending ENERGY STAR criteria beyond just "use mode" efficiency, based on the idea that inefficiencies in the creation of a product and possibly end-of-life considerations might cancel or overshadow "use-mode" savings. (Mention was made of PAIA criteria.) From a consumer's perspective, the brand must continue to indicate operational energy savings. But there probably is a percentage of people who are also concerned about the broader impact of the device. A TopTier identification could point to advances in these areas.