

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



OFFICE OF
AIR AND RADIATION

April 5, 2006

Dear ENERGY STAR[®] Stakeholder:

The US Environmental Protection Agency (EPA) is launching the development of an ENERGY STAR specification for Digital Television Adapters (DTAs). The purpose of this letter is to provide some background on the ENERGY STAR program, to explain the Program's interest in DTA's and to alert you to an initial stakeholder meeting we have planned.

ENERGY STAR is a voluntary, public-private partnership. More than 1,500 manufacturers currently participate in the program, qualifying over 35,000 product models across 40 product categories, including a broad array of consumer electronics and information technology products. (A complete list of ENERGY STAR products can be found at www.energystar.gov.) More than 60% of Americans nationwide recognize the label, with 30% of households reporting that they knowingly purchased a qualified product within the past year.

The ENERGY STAR program benefits partners by benefiting their customers. Last year alone, with the help of ENERGY STAR, Americans saved \$12 billion dollars on their energy bills and prevented 35 million metric tons of greenhouse gas emissions – equivalent to the emissions of 23 million cars

According to a survey conducted in May 2005 by Opinion Research Corporation for the Consumer Electronics Association (CEA), approximately 33.6 million (12 percent) of the 285 million televisions in use in the United States are used to view over-the-air (OTA) programming. Following the February 17, 2009, analog transmission cut-off for OTA programming, these televisions will need DTAs in order to continue displaying OTA programming. Anticipating the large scale manufacture and sale of DTAs presents a unique opportunity to take steps to ensure these new devices are as energy efficient and cost effective in operation as possible.

EPA is launching this effort now, well before the 2009 transition, to give manufacturers time to design products that meet ENERGY STAR. EPA invites stakeholders to participate in an initial meeting to discuss this specification in the June/July timeframe in Washington, DC (an exact meeting date and detailed logistics to follow). This meeting will be key as EPA begins development of a draft of the specification and we hope you can participate. EPA recognizes that efforts to encourage the efficiency of DTAs are underway in Canada, Australia, China, and California for example, and is tracking this work. Unlike other more established product categories in the ENERGY STAR portfolio, DTAs are not yet on the market and therefore EPA's specification setting process will involve some forecasting of where the market can go from an energy efficiency perspective. As such, EPA invites both component providers and potential DTA manufacturers/resellers to bring information related to state of the art designs that use one or more digital chips to perform the key DTA functions to the planned stakeholder meeting.

As EPA moves forward with developing a specification for DTAs, we will solicit input from all stakeholders on an ongoing basis. Stakeholder participation is critical to developing a meaningful specification and to the overall success of ENERGY STAR. As such, we welcome your input and encourage you to periodically visit the ENERGY STAR Web site at www.energystar.gov/productdevelopment for important updates. Please also feel free to contact me at (202) 343-9120 or osdoba.katharine@epa.gov with any questions or comments.

Best Regards,

A handwritten signature in cursive script, reading "Katharine Kaplan Osdoba".

Katharine Kaplan Osdoba, EPA Product Manager
ENERGY STAR for Consumer Electronics