

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



OFFICE OF
AIR AND RADIATION

October 19, 2010

Dear ENERGY STAR Digital-to-Analog Converter (DTA) Manufacturers and Other Interested Parties:

The purpose of this letter is to inform stakeholders of the US Environmental Protection Agency's (EPA) decision to sunset the ENERGY STAR program for DTAs effective December 31st, 2010.

The ENERGY STAR DTA program went into effect on January 30, 2007, with the goal of generating consumer demand for more energy efficient DTA models. It was estimated that consumers would purchase as many as 22 million DTAs leading up to and immediately following the transition to all-digital television broadcasting on June 12, 2009. Since the inception of the ENERGY STAR program, 8 manufacturers qualified 42 different DTA products. More than 14.2 million ENERGY STAR qualified DTAs were installed in the homes of American consumers, representing an energy savings of 530 million kWh/year.

Important dates and milestones associated with implementing this proposal are provided below:

- ENERGY STAR qualified DTAs and their manufacturers will continue to be recognized at www.energystar.gov until December 31st, 2010.
- No new Partnership Agreements for the DTA program will be accepted by EPA as of October 1st 2010.
- No new qualifying products information for the DTA program will be accepted by EPA as of October 1st 2010.
- Manufacturers must stop using the ENERGY STAR name and ENERGY STAR mark in association with all DTAs manufactured on or after December 31st, 2010. ENERGY STAR qualified DTAs manufactured before that date will be allowed to carry the ENERGY STAR mark as applicable. Retailers and distributors will be allowed to sell off their existing inventory.
- No new promotional materials for DTAs (printed and electronic) that use the ENERGY STAR mark may be produced after December 31st, 2010. Manufacturers are permitted to use up existing printed material, including packaging, in order to minimize waste.
- To minimize the cost of labeling changes and be in compliance by December 31st, 2010, manufacturers of DTAs are encouraged to remove ENERGY STAR references on Web sites or in other collateral materials as these materials are reprinted or changed in the coming months.

Partners who have any questions or want to discuss their plans to discontinue labeling are encouraged to write to DTAs@energystar.gov.

In closing, EPA appreciates the efforts of DTA product partners to advance a cleaner environment through the ENERGY STAR program and applauds your success in moving the market towards greater energy efficiency. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Ann Bailey". The signature is fluid and cursive, with the first name "Ann" and last name "Bailey" clearly distinguishable.

Ann Bailey, Chief
ENERGY STAR Labeling Branch
US Environmental Protection Agency