

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



OFFICE OF
AIR AND RADIATION

August 27, 2010

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

The purpose of this letter is to present a proposal from the US Environmental Protection Agency (EPA) to sunset the ENERGY STAR program for DTAs effective December 31, 2010. EPA requests feedback on this proposal no later than September 10, 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 products. 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.

EPA's proposal to sunset the DTAs program is based on the following information:

- In the year since the transition, the market for DTAs has been significantly diminished. The vast majority of consumers with older analog televisions have purchased DTAs, and all new televisions sold in the US come with digital tuners.
- EPA saw the shipment of ENERGY STAR qualified DTAs decline from more than 13 million in 2008 to just over 1 million in 2009. EPA has not qualified a new DTA since February 9th 2009.

EPA proposes the following milestones for the implementation of this proposal:

- ENERGY STAR qualified DTAs and DTA manufacturers will continue to be recognized at www.energystar.gov until December 31, 2010.
- No new Partnership Agreements for the DTA program will be accepted by EPA as of October 1, 2010.
- No new qualifying product information for the DTA program will be accepted by EPA as of October 1, 2010.
- Manufacturers must stop using the ENERGY STAR name and ENERGY STAR mark or EPS graphic in association with all DTAs manufactured on or after December 31, 2010. ENERGY STAR qualified DTAs manufactured before December 31 will be allowed to

carry the ENERGY STAR mark. Retailers and distributors will be allowed to sell off any existing inventory of labeled products.

- No new promotional materials for DTAs (printed or electronic) that include the ENERGY STAR mark may be produced after December 31, 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 to achieve compliance by December 31, 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.

Stakeholders are invited to comment on this proposal to sunset the ENERGY STAR DTA program. Any feedback or data you wish to share with EPA must be submitted via email to DTAs@energystar.gov, no later than September 10, 2010. Shortly following the comment deadline, EPA will issue another letter with its final decision along with any important dates and next steps, as appropriate.

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', written in a cursive style.

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