

Thank you for the opportunity to restate our position on the Energy Star criteria for monitors.

First of all, the U. S Display Consortium is very pleased that you have undertaken this effort and supports the move to add on-state power consumption limits to your present set of criteria.

You have a difficult decision to make in defining allowable power levels and we applaud your efforts in seeking industry input concerning the choice of formula. We are in favor of your recommendation to scale power consumption to information content (pixel number). An alternative would have been screen area, but we prefer your choice of pixel count. Some scaling of this form is essential, since we anticipate a move towards the greater use of multiple displays and video walls.

We could also understand if other performance parameters, such as luminance or contrast ratio, were added to the formula, but do not yet see a compelling need to do this, provided that the scope of the exercise is just computer monitors. If it were extended, for example to TV monitors or ATM screens, there would be a strong case for adding an extra factor in the formula. A distinction between full-color and monochrome might also be considered, but relatively few large monochrome displays are being produced now.

We recommend strongly that any parameters that are added to the formula should be objective (technology-independent) measures of performance. We believe that it would be counter-productive to introduce different criteria for different types of display. If one differentiates between CRTs and LCDs, do we need further formulae for OLEDs and PDPs? Is an FED a flat-CRT or a separate technology? More importantly, it would be very difficult to justify a situation where a 1 megapixel LCD drawing 40 Watts does not qualify, whereas an equivalent CRT drawing 60 Watts passes.

If you have concerns about the ability of the LCD industry to supply sufficient panels to meet demand, we would be very happy to help you obtain predictions of future capacity. It is growing very rapidly and prices have been decreasing rapidly also.

I should point out that few of our members produce either CRTs or LCDs. Our mission is to support the development of display technologies that better meet the needs of the U. S Government and U. S. industry. Reducing power consumption, while improving screen quality, is one of our goals. Any actions that slow the transition to more efficient and better performing monitors will further complicate the problems faced by users and systems integrators.

Norman Bardsley
US Display Consortium Director of Roadmaps and Standards