



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

OFFICE OF  
AIR AND RADIATION

April 16, 2009

Dear ENERGY STAR® TV Partner or Other Interested Stakeholder:

The U.S. Environmental Protection Agency (EPA) welcomes your input on the following Draft 1 Version 3.1 ENERGY STAR TV specification. This document outlines the proposed new energy efficiency requirements that TV products would need to meet in order to earn the ENERGY STAR. It is intended that once final, this document will replace the current Version 3.0 specification. The proposed effective date for the Tier 2 requirements in this specification is May 1, 2010. The proposed effective date for the Tier 3 requirements is May 1, 2012.

On behalf of EPA, I would like to thank all stakeholders who have provided data. The data provided as well as relevant data in the EPA dataset of qualified products, served as the foundation for this Draft 1 specification.

The Draft 1 Version 3.1 specification includes the following key elements:

- **On Mode Requirements:** Proposed Tier 2 and Tier 3 On Mode requirements. The proposed requirements for Tier 2 represent the top 25% of TVs based on a database of models representative of what will be available in 2010 at a price that remains cost effective to the consumer. Based on advances in TV efficiency over the past year and a half and an evaluation of what is currently available, EPA believes that a 30% increase in efficiency compared to what is proposed for Tier 2 reasonably anticipates what will be available in 2012 when Tier 3 is proposed to go into effect.
- **Luminance:** EPA has a significant interest in ensuring that products are tested and qualified as ENERGY STAR in the mode in which they will ultimately be viewed in the home.
  - Possible approaches for preventing unsatisfactory viewing experiences driving consumers to choose a more consumptive mode than that in which their television was qualified as ENERGY STAR. Two approaches limit the difference between the luminance of the mode the TV is qualified in (the Home Mode) and the selectable mode with the highest luminance (the Retail Mode). Another provides a set power allowance (based on screen size) beyond home mode power use for retail mode. EPA is open to additional approaches as well.
  - Proposed methodologies for measuring product luminance consistent with the Version 5.0 ENERGY STAR Displays specification.
- **Download Acquisition Mode:** Proposed requirements for a previously defined operational mode, Download Acquisition Mode (DAM), which had no requirements assigned to it. Proposal limits the amount of time a television may spend in this mode in a 24 hour period and requires a rapid return to standby following the download activity.
- **Automatic Brightness Control:** EPA is seeking comment on the prevalence of the Automatic Brightness Control (ABC) feature in products on the market and the continuous appropriateness of the On Mode power consumption calculation of products with the ABC feature in the Version 3.1 specification.
- Text edits have been made throughout the document to improve clarity.

A masked version of the data-set used by EPA to set the proposed energy efficiency requirements in this Draft 1 Version 3.1 TV products specification is included as an attachment to this memorandum.

Stakeholders are requested to **provide comments on the Draft 1 specification no later than May 13, 2009. Please send comments via e-mail to Bijit Kundu, ICF International, at [bkundu@icfi.com](mailto:bkundu@icfi.com).** All comments received will be posted to the ENERGY STAR Product Development Web site, unless the submitter specifically requests that their comments remain confidential.

**TV Stakeholder Meeting to Discuss Draft 1**

On Friday, April 24, 2009, from 9:30 AM to 4:00 PM, Eastern Time, EPA will host a stakeholder meeting in Washington, D.C. to present details on the revisions made in Draft 1 Version 3.1 ENERGY STAR specification and the data analysis performed to date, as well as address stakeholder questions and concerns regarding the proposed changes. If you wish to attend this meeting, please RSVP to Bijit Kundu at [bkundu@icfi.com](mailto:bkundu@icfi.com) no later than April 22, 2009.

The exchange of ideas and information between EPA, industry, and other interested parties is critical to the success of ENERGY STAR. To track EPA's progress in revising the ENERGY STAR TV products specification and to review comments, please visit the Product Development Web site at [www.energystar.gov/productdevelopment](http://www.energystar.gov/productdevelopment) and click on "Revisions to Existing Specifications."

Thank you for taking the time to review this Draft specification. Please feel free to contact me directly with any questions or concerns at (202) 343-9120 or via e-mail at [kaplan.katharine@epa.gov](mailto:kaplan.katharine@epa.gov).

Best Regards,

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

Katharine Kaplan, U.S. EPA  
ENERGY STAR for Consumer Electronics