



Samsung Electronics America, Inc.
18600 Broadwick St.
Rancho Dominguez, CA 90220

August 11, 2009

Katharine Kaplan
ENERGY STAR Product Development
US Environmental Protection Agency
1200 Pennsylvania Ave., NW (6202J)
Washington, DC 20460

Subject: Samsung Comments: ENERGY STAR Television Version 4 and 5

Dear Ms. Kaplan:

Samsung considers ENERGY STAR to be a leader, guiding the way for manufacturers to enrich society by producing energy efficient products. The ENERGY STAR mark symbolizes quality and energy efficiency, whereby only the top 25% of television models sold in the U.S. may qualify for use of this mark. Consumers recognize that when they purchase an ENERGY STAR qualified product that they are doing something good for society, reducing dependency on fossil fuels and additionally reducing green house emissions, and even saving some household energy costs. It is little wonder that the ENERGY STAR voluntary requirements are challenging to meet.

Version 4:

There is no doubt that Samsung feels Version 4 is a challenge—a feeling that may be shared among many ENERGY STAR stakeholders—but it is a challenge that Samsung expects to meet, as both an ENERGY STAR partner and as a responsible citizen. Samsung has been a supporter of energy efficiency, and the ENERGY STAR program, and this is no different. Samsung supports the version 4 energy consumption requirements as put forth by ENERGY STAR to this date

Version 5:

Although Samsung realizes that not all Samsung products will make these stronger Version 5 requirements, Samsung recognizes the importance of working together as an industry to use our existing and developing technologies to achieve the valued societal benefits noted previously.

Samsung is supportive with the direction of the Version 5 requirements that are under development, and looking forward to upcoming discussions. Samsung would like to also emphasize a need to protect the image of ENERGY STAR; we are a little concerned that, as more people find comfort and enjoyment with the larger screen televisions, consumers may focus away from ENERGY STAR logos as an important decision making tool while purchasing the larger, and generally non-qualified units. Without the ENERGY STAR mark to help guide consumers looking for a large screen purchase, we fear that an important part of ENERGY STAR may be lost.

This is a complex issue given that energy and power capacity are not limitless in the U.S., and industry has a real need (and opportunity) to reasonably manage this issue on a voluntary basis. Assuming that a 108 W cap on larger units draws from an overall balance of concerns and perspectives, then Samsung can support this requirement, and we look largely to ENERGY STAR to ensure this balance.

Thank you for providing Samsung the opportunity to comment on the upcoming versions of the ENERGY STAR Televisions specifications. We look forward to our continuing partnership with the ENERGY STAR program.

Sincerely,

A handwritten signature in black ink that reads "Michael Moss". The signature is fluid and cursive, with the first name "Michael" being more prominent than the last name "Moss".

Michael Moss

Senior Manager

Samsung Electronics America