



**CEA**®

Consumer Electronics Association

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# Luminance and the ENERGY STAR TV Specification, Version 3.1

# EPA Concern

- Ideally, products should be tested and qualified as ENERGY STAR in the mode in which they will ultimately be viewed in the home.
- However, consumers seeking “brighter” pictures could change unit settings into a more consumptive mode than the as shipped, ENERGY STAR qualifying level.



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# Possible Approaches Suggested by EPA

- Limit the difference between the luminance of the mode the TV is qualified in (“Home Mode”) and the selectable mode with the highest luminance (“Retail Mode”).
- Provide a set power allowance (based on screen size) beyond home mode power use for retail mode.
- Additional approaches?



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# CEA Findings

- There are no known examples of overly dark TVs on the market at this time.
- No known increase in picture “brightness” complaints by consumers to manufacturer call centers since Tier 1 became effective.
- No known increase in returns to retailers by consumers citing “brightness” complaints since Tier 1 became effective.



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# CEA Solution

- Manufacturers and retailers should continue to monitor consumer input, with an eye towards early identification of complaints possibly tied to brightness.
- Consumer, manufacturer, and retailer feedback should be reviewed as part of Tier 3 revision (effective May 1, 2012).
- **No luminance limit needed at this time.**



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