



Consortium for Energy Efficiency Comments

ENERGY STAR®

Television Stakeholders Meeting

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Program Manager
April 24, 2009
Washington, DC



CEE Members

- ▶ More than 100 organizations in U.S. and Canada
- ▶ Develop and administer voluntary ratepayer-funded energy efficiency programs, primarily under supervision of public utility commissions
- ▶ In 2008 budgeted over \$4.5 billion (\$3.9 billion electric) to bring energy efficiency to the public

Mission

- ▶ CEE helps efficiency programs be more effective through enhanced **communications** and increased **harmonization** to advance energy efficiency for the benefit of the public.

Consumer Electronics Initiative

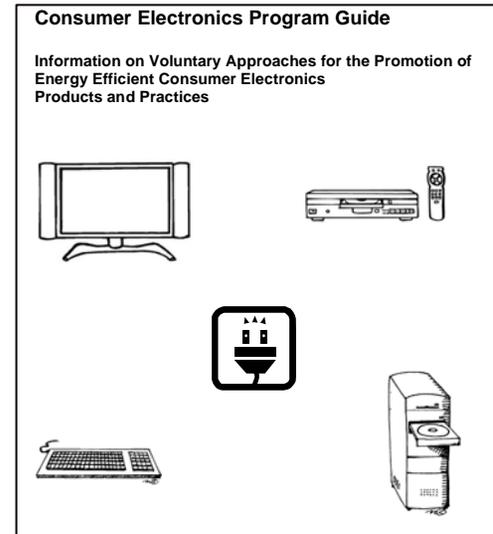
▼ Goals:

- Facilitate energy efficiency programs in their efforts to increase the sale and market share of energy-efficient consumer electronics
- Develop a consistent definition of and criteria for energy efficiency in the consumer electronics product area, and to identify products that meet these criteria

▼ Implemented by Consumer Electronics Committee with support of staff

2008 Accomplishments

- ▶ Developed program guidelines
 - CEE Consumer Electronics Program Guide
- ▶ Adopted CEE television specification
 - Qualifying products list
- ▶ Conducted industry outreach
 - CEE Industry Partners meeting
- ▶ Worked with ENERGY STAR
 - Specifications for televisions, computers, set-top boxes, displays



CEE Consumer Electronics Initiative
Television Qualifying Products List
 April 16, 2009

This list is based on the 2008 CEE High Efficiency Specification for Televisions (see tab below).
 Please See Terms of Usage below.

CEE does not administer rebates programs. Consumers who have questions about filling out rebate forms should contact their local efficiency program administrator (often the local utility).

Key
 * An asterisk (*) indicates that a coding variable may be used in place of the asterisk to indicate a color or feature that does not affect efficiency.
 † Real/InUse indicates that a product is inactive.
 ‡ Although all models on the CEE list are very efficient, the tiers are structured so the most efficient products are listed in the higher tiers. For example, Tier 2 would contain the

Tier 1										
ENERGY STAR®										
Company Name	Brand Name	Model Number	Series	Product Type	Screen Type	Signal Display Resolution	Screen Size (diagonal in.)	Screen Area (sq. in.)	On Mode Power (Watts)	Standby Power (Watts)
Best Buy	Insignia	NS-LD32-09		TV	LCD	720p	32.0	424.65	116.70	0.43
Best Buy	Insignia	NS-LD37-09		TV	LCD	720p	37.0	596.90	141.00	0.45
Best Buy	Insignia	NS-LD42PH-09		TV	LCD	1080p	42.0	754.50	206.00	0.43
Best Buy	Insignia	NS-LD47HD-09		TV	LCD	1080p	47.0	946.99	250.00	0.50
Best Buy	Insignia	NS-LD55SH-09		TV	LCD	1080p	55.0	1157.07	329.00	0.29
Best Buy	Insignia	NS-LD70DC-09		TV/DVD combo	LCD	720p	26.0	288.90	84.00	0.58
LG	LG	32LF10-UA		TV	LCD	720p	26.0	288.65	81.00	0.57
LG	LG	32LH40-UA		TV	LCD	1080p	32.0	437.55	132.00	0.60
LG	LG	32LF11-UA		TV	LCD	1080p	32.0	437.55	112.00	0.23
LG	LG	32LQ3DC-UA		TV	LCD	720p	32.0	437.55	111.00	0.90
LG	LG	32LF30-UA		TV	LCD	1080p	32.0	437.55	102.00	0.30
LG	LG	32LH40-UA		TV	LCD	1080p	32.0	437.55	106.00	0.35
LG	LG	32LH70-UC		TV	LCD	1080p	32.0	437.55	112.00	0.59
LG	LG	37LF11-UA		TV	LCD	1080p	37.0	584.67	139.00	0.22
LG	LG	37LH50-UA		TV	LCD	1080p	37.0	584.67	137.70	0.30
LG	LG	37LH60-UA		TV	LCD	1080p	37.0	584.67	140.00	0.39
LG	LG	37LH55-UA		TV	LCD	1080p	37.0	584.67	139.00	0.31
LG	LG	37LH70-UC		TV	LCD	1080p	37.0	584.67	136.00	0.42
LG	LG	42LH70-UC		TV	LCD	1080p	42.0	753.76	178.00	0.40

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 CEE Television Qualifying Product List
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ENERGY STAR Version 3.0

▶ Technology neutral

- Products of all technologies qualifying in strong quantities

▶ “Lightening bolt” specification

- Additional power allowance for larger screen sizes

Success

- ▶ High market penetration
- ▶ Strong participation from manufacturers and retailers
- ▶ Energy efficiency program promotion



Washington Post

*Based on average power consumption of all current LCD/LED/HDTVs in production as of October 2008. For more information on qualified products, go to www.energystar.com/televisions. ©2009 Samsung Electronics America, Inc. Samsung is a registered trademark of Samsung Electronics Co., Ltd. Screen images simulated.

Our LCD and Blu-ray HDTVs have energy ratings that are on average 33% higher than the ENERGY STAR standard, so it's easy to have a greener holiday.* Plus you can recycle your old TV and other electronics easily and responsibly with our 50 state Samsung Recycling Direct™ program. All the more reason to celebrate. Go to www.samsung.com/green for more information.



Key Considerations for Version 3.1

- ▶ Complete new specification as quickly as possible
- ▶ Provide meaningful differentiation of most efficient products (top 25 percent on effective date of spec)
- ▶ Remove additional power consumption allowance for larger screens
- ▶ Address power consumption of large screen sizes

Goals for Luminance Provisions

- ▶ Maintain energy savings once consumer uses TV in the home
- ▶ Ensure customer satisfaction with ENERGY STAR labeled televisions

Education may be part of the solution

Future Performance Levels

- ▶ Laudable goal
- ▶ Cautionary notes regarding implications
 - Should reflect current market conditions
 - Predicting future performance is challenging
 - *What if we miss the mark?*
- ▶ Possible alternative
 - Periodic scheduled specification review (e.g., annually) that matches industry's product development timeline

Contact

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