

Dear ENERGY STAR® TV Stakeholder:

Thank you to all those partners that have submitted models for qualification under the new Version 3.0 TV Program Requirements which is now in effect. EPA is excited to have over 450 products from 20 manufacturers already qualified under the new specification! These products can be seen on the ENERGY STAR TV Qualified Product List that is posted on the Web site. As a reminder, only models that have qualified under the Version 3.0 Program Requirements **and** are now available in the US market will appear on the list. **Please also note that EPA has received market assessments from multiple sources indicating that the take up of the new TV requirements has been much more rapid than originally anticipated. As such, EPA will launch Tier 2 development at the beginning of 2009.**

In addition, EPA is concerned about the potential for low product luminance in the “home” mode for products shipped with and without a forced menu. Unacceptably low luminance levels associated with ENERGY STAR TVs have the potential to diminish consumer savings, reduce environmental benefit, create an uneven playing field for partners, and tarnish the ENERGY STAR brand. EPA wishes to monitor this issue closely. Thus, effective immediately, EPA asks manufacturers to report the product’s luminance when entering qualified product data into the Online Product Submittal (OPS) tool at www.energystar.gov/ops. A new required field has been added to OPS accordingly. The methodology outlined below is aligned with the proposed methodology for measuring luminance of professional displays that will be included in the Version 5.0 display specification. TV partners should follow the below steps when producing data. EPA will evaluate the luminance data provided by manufacturers to better understand the luminance settings for ENERGY STAR TV qualified products and will take action to add luminance requirements to the 3.0 specification, as needed.

Measuring Luminance

After the IEC test clip has run and the power consumption recorded, manufacturers should measure the product’s luminance at the same product settings used during the power consumption test. Manufacturers should follow the methodology described below to measure a product’s luminance.

Manufacturers should use the four static video signals provided with IEC 62087, Ed. 2.0 and referenced in section 11.5 of the Standard. For each video signal, manufacturers should measure the center point, axial luminance of the display per the Video Electronics Standards Association (VESA) Flat Panel Display Measurements Standard (FPDM) Version 2.0, section 301-2H.

Manufacturers should report the following four (4) measured luminance values in OPS for each qualified product in candelas per square meter (cd/m²) rounded to the nearest whole number:

Luminance measured using the black video signal (*L_b*);
Luminance measured using the white video signal (*L_w*);
Luminance measured using the full field color bar video signal (*L_c*); and
Luminance measured using the three bar video signal (*L_t*).

EPA is proposing to use the four IEC static test images as their selection and relative weighting are comparable to the broadcast content used in the On Mode power consumption testing, and they are consistent with international protocols.

All luminance measurements should be performed in accordance with the test conditions outlined in Section 4: Test Methodology of the Version 3.0 ENERGY STAR Program Requirements for TVs. Specifically, measuring the luminance must be conducted with the TV’s settings as they are shipped from the factory. For products with a forced menu, measurements should be conducted in standard, or home, mode.