
From: Simon Rose <svlakota@att.net>
Sent: Thursday, December 03, 2015 10:40 AM
To: STBs@energystar.gov
Subject: Set-Top TV boxes

To whom this may concern:

As a person who takes keen interest in ways in which we can reduce our energy consumption, I am reaching out to you in order to bring an Energy Star program matter to your attention. For years, I have been painfully aware of how much heat my set-top TV box generates even when the TV is off, leading to the obvious conclusion that heat equals wasted energy. Indeed, the box that AT&T U-Verse provided me with just in the last year, consumes 2.5 amps, a huge amount of energy when considering how little the TV is used.

In researching what I see as a real problem, I came across an NRDC article that quantifies the total amount of energy consumed by the 180 million set-top boxes in use nationwide. The numbers were staggering. Simply put, the NRDC article claims that this total is equal to the amount of electricity the entire State of Maryland consumes annually.

In further research, I found a letter written by AT&T Vice President and General Counsel, Mr. Keith M. Krom, to Ms. Katherine Kaplan of the EPA's Energy Star program. Since set-top boxes are in Ms. Kaplan's area of expertise, I would very much appreciate it if you could forward this email to her.

My idea to a solution for the very real problem of set-top box wasted energy is to facilitate a trade-in program to boxes that comply with Energy Star. Since my personal experience with AT&T U-Verse was not an easy one (I first had to identify that this problem even existed; then call the company to arrange a free trade-in), there must be an easy way to inform cable customers about available options.

This information, in my opinion, could be very simply disseminated to the public via cable TV providers' very own messaging system. For example, whenever AT&T U-Verse wants to message me about programming changes, alerts, and special offers, they do so by putting up a full screen message, which I have to exit by using my TV's remote. I believe that this same messaging system could easily be used to inform customers that they can save money and the environment by changing out their set-top boxes. I see this as a win-win-win situation; consumers save money; the cable provider gets some good PR; and there is six power plants' worth of less carbon in the earth's atmosphere.

Where I see the EPA Energy Star program playing a role in all of this is by sitting down at the table with the cable providers, and requesting they institute this kind of messaging plan.

I have also reached out to Amory Lovins, the Co-Founder and Chief Scientist at Rocky Mountain Institute. Mr. Lovins has garnered worldwide respect and attention for his tireless research and work toward attaining achievable carbon reduction goals. Mr. Lovins thought this messaging idea made perfect sense on first view, and has reached out to several individuals who specialize in this field. However, I still felt the need to contact you directly.

I thank you, in advance, for your attention, and would appreciate any feedback that you think would be relevant.

With all my best wishes,

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