ENERGY STAR® Consumer Electronics
2015 Program Highlights

ENERGY STAR Partner Meeting – Portland, OR
October 13, 2015
## ENERGY STAR Certified Consumer Electronics & Office Devices

<table>
<thead>
<tr>
<th>Covered Consumer Electronics Categories</th>
<th>Covered Office Electronics Categories</th>
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</thead>
<tbody>
<tr>
<td>• Television</td>
<td>• Home theater-in-a-box</td>
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<tr>
<td>• Sound bars</td>
<td>• Audio amplifiers</td>
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<tr>
<td>• Wireless speakers</td>
<td>• Blu-ray disc and DVD players</td>
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<tr>
<td>• Audio receivers</td>
<td>• Compact/Shelf Systems</td>
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<tr>
<td>• MP3 Speaker Docks</td>
<td>• Set Top Boxes</td>
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<tr>
<td>• Slates/Tablets</td>
<td>• Printers and multi-function devices</td>
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<td></td>
<td>• Small network equipment</td>
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<td>• Cordless and VOIP phones</td>
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ENERGY STAR and Its Partners Make Great Strides in Energy Efficiency

- Americans purchased more than 320 million products that have earned the ENERGY STAR in 2014.
- Since the start of the Program in 1992, over 5.2 billion ENERGY STAR certified products sold.
- Through 2014, more than 3.2 million individuals took the ENERGY STAR pledge to make energy-efficient changes at home.

Fig. 2. More than 5.2 Billion ENERGY STAR Certified Products Purchased Since the Program Began*

- Other category does not include roofing purchases.
- Lighting category does not include purchases of light bulbs.
Customers Prefer ENERGY STAR

• ENERGY STAR products are appealing to consumers:
  – 75% of consumers are likely to recommend ENERGY STAR-certified products to a friend.
  – 64% of adults look for energy-efficient electronics when shopping.
  – 71% of consumers consider the environment when making purchasing decisions.

• There is no sacrifice in quality or performance with ENERGY STAR:
  – Certified products include latest features including Bluetooth and Internet-connectivity.
  – New product categories, such as wireless speakers and UHD TVs qualify for certification.
Keeping Specifications Up to Date, Pursuing New Opportunities

- In 2014, EPA revised 7 specs and completed 1 new spec (3/0 CE/IT)
- The pace continues in 2015, with 24 revisions and 12 new products under development (6/1 CE/IT)
- Expect to complete 9 revisions and add 1 new product in 2015 (1/1 CE/IT)
- In 2016, 23 revisions planned and 10 new product specification development efforts underway (9/0 CE/IT)
Updates to Certified Products

- ENERGY STAR Certified Sound bars are now increasingly popular and market penetration has been increasing
- New Types of Products
  - Ultra High Definition TVs
  - Receivers
  - Wireless speakers
- New Product Categories
  - Small Network Equipment
  - Tablets/slates
Specification Status

• Effective
  – Version 7.0 Television (Will take effect on October 30, 2015)

• Ongoing
  – Displays have just been finalized and will take effect May, 2016
  – Set-top boxes

• Upcoming
  – Open the AV specification for revision to a Version 4.0 – 2016
  – Open the Small Network Equipment specification for revision – late 2015/early 2016
Key 2015 Sales & Marketing Initiatives

- EDUCATION: Graduate Gifts and Back to School social media campaign
- AWARENESS: “Wake up with AI” media segment
- ENGAGEMENT: Holiday Messaging and social media
Key Messages

- ENERGY STAR certified products provide all the functionality as standard products, but use less energy, reducing their impact on the environment.
  - “ENERGY STAR is the simple choice for energy efficiency. Behind each blue label is a product that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change”
  - “Outfitting your home with ENERGY STAR certified products saves energy, money, and helps protect the environment.”

- Savings from ENERGY STAR certified products can add up. A home equipped with TVs, set-top boxes, a Blu Ray player and a home theater in a box that have earned the ENERGY STAR can save more than $185 over the life of the products.
Grad Gifts and Back to School Social Media Campaign

- Educational push to recent graduates, parents of recent graduates and college students about savings associated with ENERGY STAR certified electronics.
“Wake up with Al” Segment Spreads Awareness of Certified Electronics

- Highlighted ENERGY STAR certified TVs, home audio, tablets and media players

www.weather.com/tv/shows/wake-up-with-al/video/energy-efficient-electronics
Holiday Messaging

- Share information about electronics certified to save energy during the holiday season
  - Leverage ENERGY STAR creative assets
  - Engage with @ENERGYSTAR on social media
  - Join and participate in the Holiday Twitter party scheduled for November
    - Last year’s Holiday Twitter party tweets garnered over 15 million impressions
Engage with ENERGY STAR on Social Media

• Join and participate in Twitter Parties with ENERGY STAR
• Share Information to help consumers better understand electronics and energy use
  – Share the Ask the Expert videos
  – Inform with streaming infographic
2016 Marketing & Promotional Plans

- CE Holiday Messaging – share your plans and materials with us!
- Black Friday
- Super Bowl – social media and other possible outreach
- CES – looking to raise the visibility of ENERGY STAR
- Social Media – retweet/post partners that promote ENERGY STAR and engage bloggers
- Available CE Tools
  - Buyers Guide
  - Retail Associate Training
Thank you!

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