



Set-Top Boxes

ENERGY STAR Consumer Electronics Workshop
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BChydro 
powersmart

- Canadian Set-top Box Working Group formed in Fall 2008
 - BC Hydro
 - Ontario Power Authority
 - Natural Resources Canada
 - Hydro Quebec
 - Manitoba Hydro
- Feasibility Assessment Study
- Canadian ENERGY STAR Set-top Box Workshop



Natural Resources
Canada

Ressources naturelles
Canada

Background



- ENERGY STAR 2009 STBs available
 - Incremental cost
- Service providers and manufacturers willingness
- Identified opportunities:
 - Accelerated replacement
 - Remote software / firmware upgrades
 - Consumer awareness
- Potential barriers:
 - ENERGY STAR 2011
 - Service provider senior management buy-in



- **Service provider engagement**
 - Sell opportunity to senior management
 - Program design
- **Customer Survey**
 - Identify customer awareness, messaging, product quantity and type currently in use



- US utility and energy efficiency program collaboration
 - Share resources and costs
 - Increase value proposition to service provider
 - Build parallel efforts with Canada



Opportunity



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