Set-Top Boxes
ENERGY STAR Consumer Electronics Workshop
September 2009

Kari Reid
Program Manager
BC Hydro Power Smart
• 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
• 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
Kari Reid
Program Manager, BC Hydro Power Smart
phone: 604.453.6530
e-mail: kari.reid@bchydro.com