



# Working Together to Advance Efficiency of Consumer Electronics

ENERGY STAR®

Electronics Partners Meeting

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Program Manager  
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Chicago, Illinois

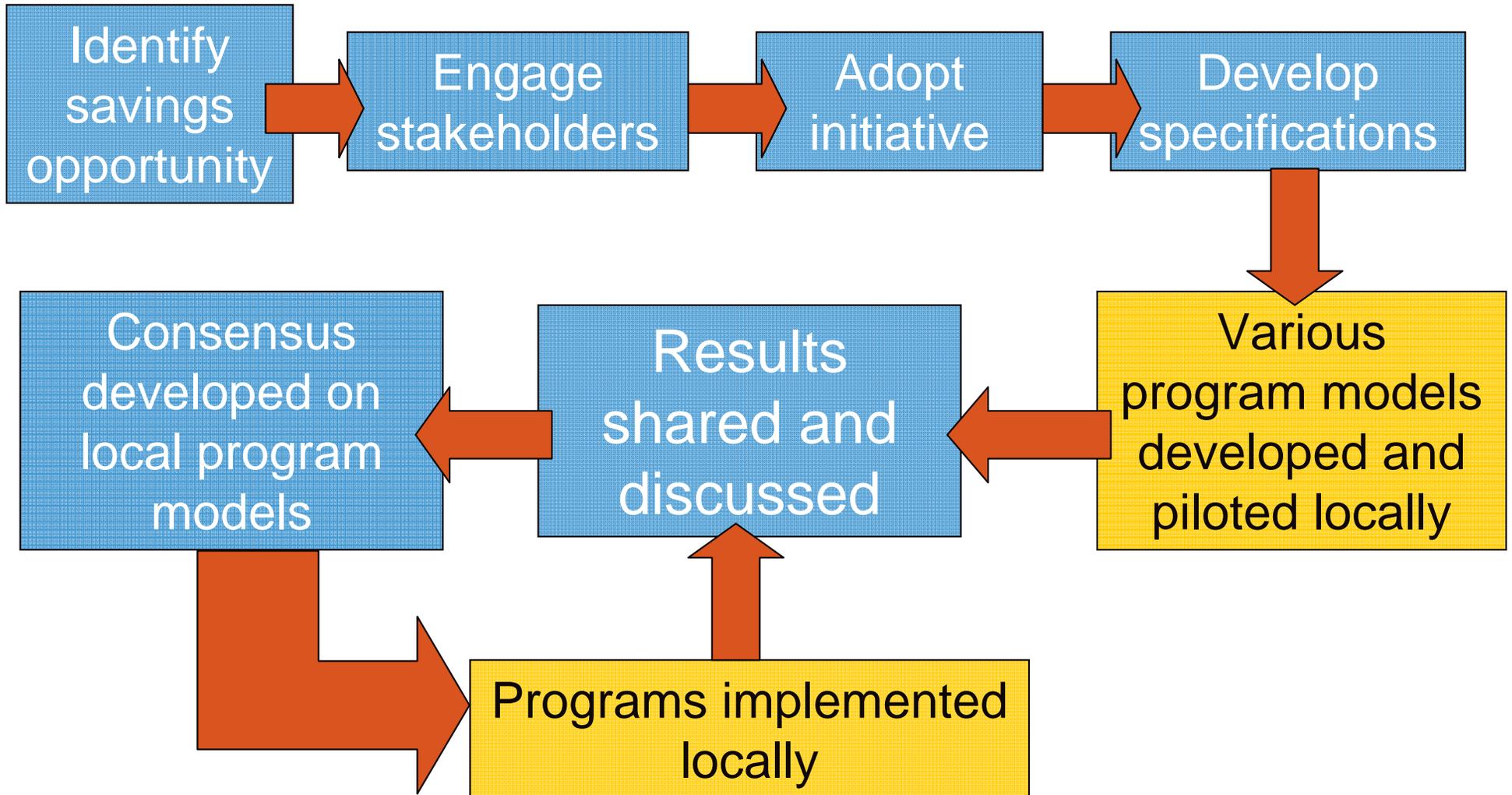
## OUR MISSION

CEE increases the effectiveness of energy efficiency programs by enhancing communications and harmonizing approaches across programs to advance energy efficiency for the public benefit.

# CEE Members

- ▶ More than 110 organizations in United States and Canada
- ▶ Develop and administer voluntary ratepayer-funded energy efficiency programs
- ▶ In 2008 budgeted over \$4.5 billion (\$3.9 billion electric) to bring energy efficiency to the public

# Working Together at CEE



# Consumer Electronics Initiative

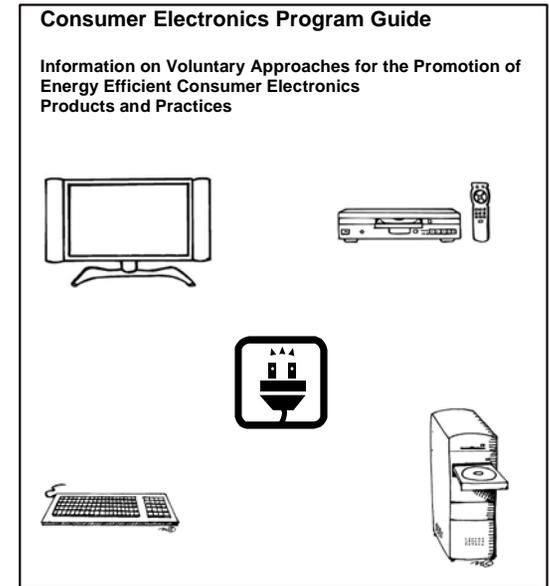
## ▼ Goals

- Help energy efficiency programs increase sales and market share of efficient consumer electronics
- Develop definition and criteria for energy efficient consumer electronics products
- Identify products that meet criteria

## ▼ Implemented by CEE Consumer Electronics Committee

# Recent Accomplishments

- ▶ Program guidelines
  - CEE Consumer Electronics Program Guide
- ▶ CEE television specification
  - Qualifying products list
- ▶ Industry outreach
  - CEE Industry Partners meeting
- ▶ ENERGY STAR
  - Consensus comments on specifications for televisions, computers, set-top boxes, displays



**CEE**

**CEE Consumer Electronics Initiative**  
**Television Qualifying Products List**  
 April 16, 2009

This list is based on the 2008 CEE High Efficiency Specification for Televisions (see tab below).  
 Please See Terms of Usage below

CEE does not administer rebate programs. Consumers who have questions about filling out rebate forms should contact their local efficiency program administrator (often the local utility).

**Key**  
 \* An asterisk(\*) indicates that a coding variable may be used in place of the asterisk to indicate a color or feature that does not affect efficiency.  
 - Red Italics indicate that a product is inactive.  
 - Although all models on the CEE list are very efficient, the tiers are structured so the most efficient products are listed in the higher tiers. For example, Tier 2 would contain the

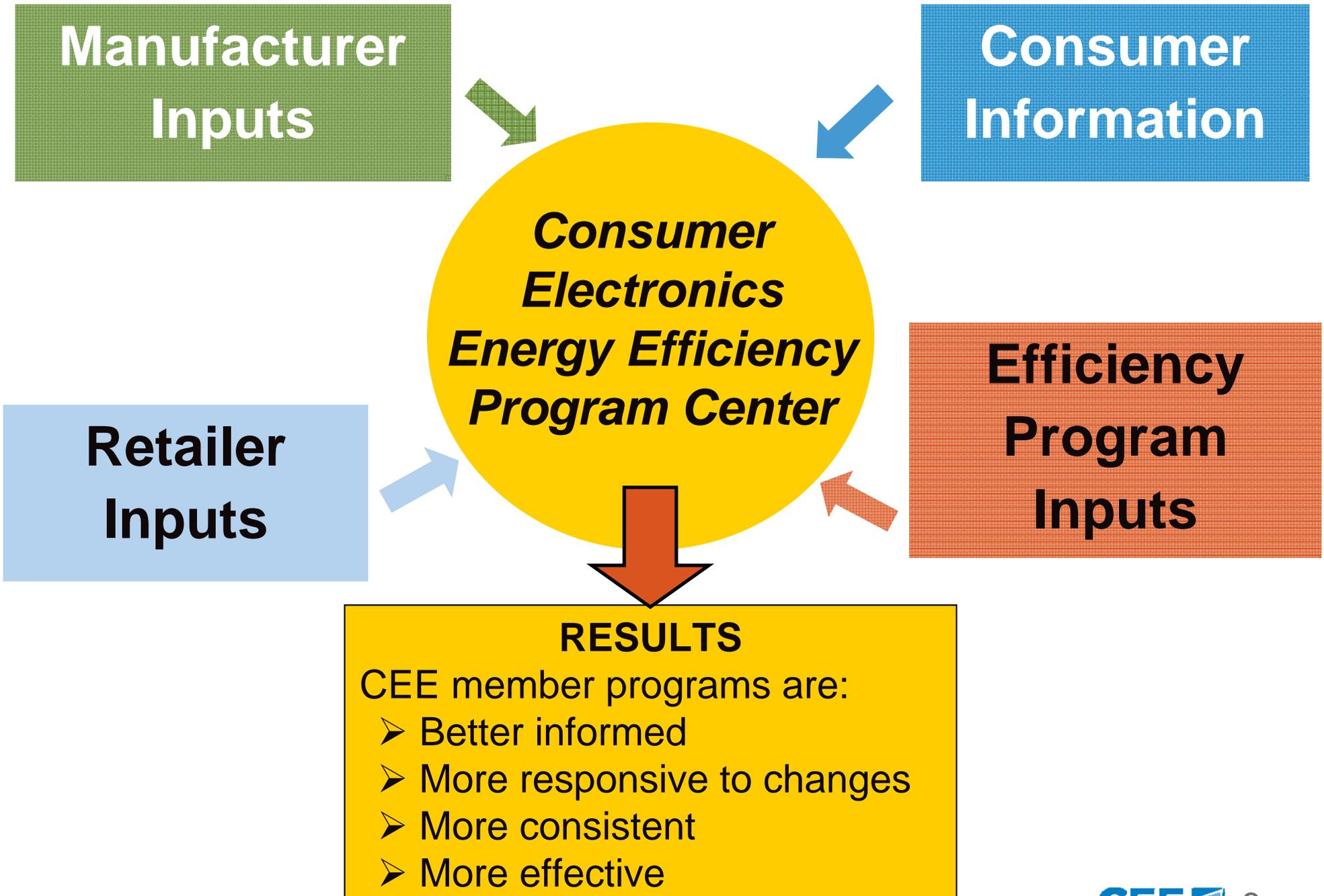
Tier 1										
ENERGY STAR®										
Company Name	Brand Name	Model Number	Series	Product Type	Screen Type	Signal Display Resolution	Screen Size (diagonal in.)	Screen Area (sq. in.)	On Mode Power (Watts)	Standby Power (Watts)
Best Buy	Insigria	NS-LCD32-09		TV	LCD	720p	32.0	424.25	110.70	0.43
Best Buy	Insigria	NS-LCD37-09		TV	LCD	720p	37.0	585.39	141.00	0.45
Best Buy	Insigria	NS-LCD42HD-09		TV	LCD	1080p	42.0	764.50	205.00	0.43
Best Buy	Insigria	NS-LCD47HD-09		TV	LCD	1080p	47.0	942.59	250.00	0.50
Best Buy	Insigria	NS-LCD52HD-09		TV	LCD	1080p	52.0	1157.07	329.00	0.50
Best Buy	Insigria	NS-LDVD26-09		TV/DVD combo	LCD	720p	26.0	289.30	84.00	0.58
LG	LG	26LH10-UA		TV	LCD	720p	26.0	288.65	81.00	0.67
LG	LG	32L240-UA		TV	LCD	1080p	32.0	437.55	112.00	0.60
LG	LG	32LF11-UA		TV	LCD	1080p	32.0	437.55	112.00	0.23
LG	LG	32LH30C-UA		TV	LCD	720p	32.0	437.55	111.00	0.90
LG	LG	32LH30-UA		TV	LCD	1080p	32.0	437.55	102.00	0.30
LG	LG	32LH40-UA		TV	LCD	1080p	32.0	437.55	106.00	0.36
LG	LG	32LH70-US		TV	LCD	1080p	32.0	437.55	112.00	0.64
LG	LG	37LH11-UA		TV	LCD	1080p	37.0	584.97	139.00	0.22
LG	LG	37LH30-UA		TV	LCD	1080p	37.0	584.97	137.70	0.30
LG	LG	37LH40-UA		TV	LCD	1080p	37.0	584.97	140.00	0.36
LG	LG	37LH55-UA		TV	LCD	1080p	37.0	584.97	139.00	0.31
LG	LG	37LH70-U0C		TV	LCD	1080p	37.0	584.97	136.00	0.42
LG	LG	42LH70-U0C		TV	LCD	1080p	42.0	763.73	178.00	0.40

April 16, 2009 CEE Television Qualifying Product List Page 1 of 22

# Enhancing Program Support

## ◀ Goals

- Identify technical and market opportunities for greater efficiency
- Understand program design models
- Build relationships with market actors



# Next Steps

- ▶ Identify and collect existing market, technical, and consumer data
- ▶ Develop additional advanced specifications
  - Set-top boxes and computers are current priorities
- ▶ Scope projects to collect market data and consumer research
- ▶ Begin development of information hub
- ▶ Craft messaging and strategy for industry outreach
- ▶ Test viability with stakeholders (member sponsors, ENERGY STAR, industry)

# Contact

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