



ENERGY STAR® Consumer Electronics

Increasing the Volume on Sound Bars

2016 ENERGY STAR Partner Meeting
New Orleans, LA
October 26, 2016

Speakers

- Rosemarie Stephens-Booker, Consumer Electronics Program Manager, U.S. EPA , Moderator
- Robert Huang, Senior Associate, The Cadmus Group
- Ben Arnold, Executive Director of Industry Analysis, The NPD Group
- Beth Littlehales, Program Manager, Northwest Energy Efficiency Alliance



ENERGY STAR Certified Sound Bar Requirements

- Certified under the Audio/Visual Specification (effective on May 2013), which also includes: Home-Theater-in-a-Box Systems, Wireless Speakers, Audio Amplifiers, Receivers, Shelf Systems, and Blu-ray and DVD players
- Spec requires **third-party certification** of:
 - Auto power down features
 - Maximum power draws when asleep and idle
 - Efficient power supplies
 - Minimum amplifier efficiency
 - Meeting international standards limiting hazardous material content.





ENERGY STAR Certified Sound Bars – The Major Brands

polkaudio®

HITACHI

TOSHIBA

SAMSUNG

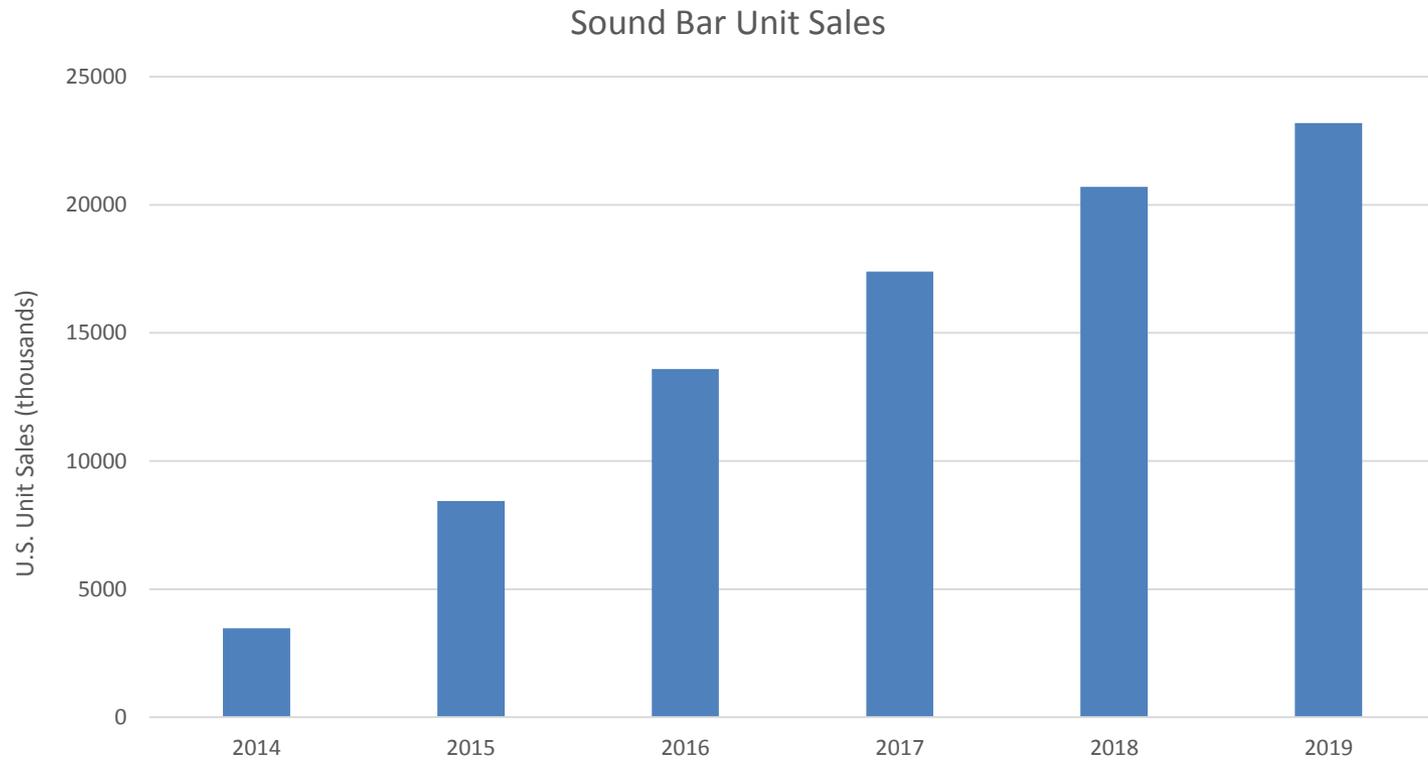
SHARP

VIZIO

 **Nakamichi**®



Sound Bars: Significant Growth



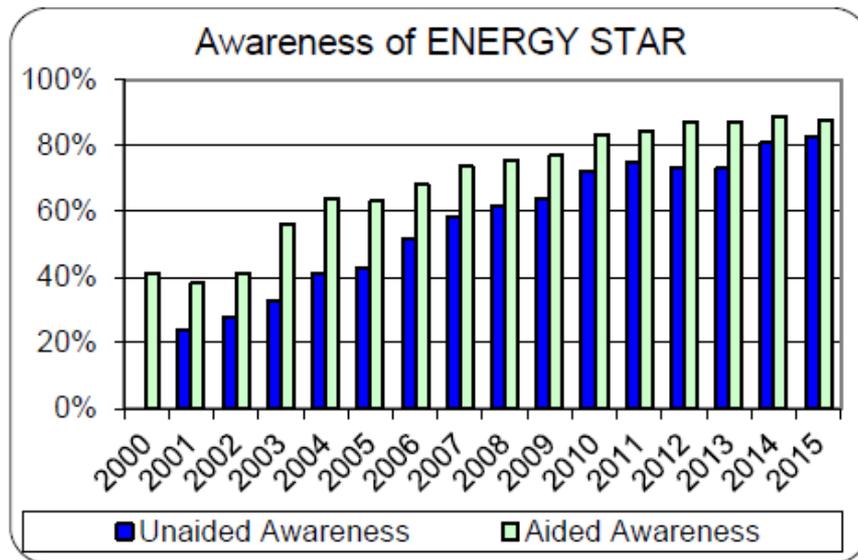


Sound Bar Features

Feature	Capability
Bluetooth	Ability to stream music wirelessly from a Bluetooth-enabled device.
Speakers	Varying number of speakers increase sound's output and quality.
Design	Different designs make units compatible with a wide range of spaces; they can be different colors or shapes, and may be wall-mounted.
Remote Control	Operate from a distance.
Subwoofer	Some sound bars come with wireless subwoofers to add additional bass to the unit's sound harmonics.
HDMI Outputs	Connect to other devices with HDMI outputs.
Wi-Fi	Connect to the Internet for music streaming and other services.



High ENERGY STAR Appeal



- ENERGY STAR is an influential brand recognized by over 85% of Americans
- 77% of consumers are likely to recommend ENERGY STAR-certified products to a friend
- There is no sacrifice in quality or performance with ENERGY STAR

High Consumer Desire for Energy Efficient Electronics

- 64% of adults look for energy-efficient electronics when shopping.





ENERGY STAR Sound Bars – The Benefits Are Clear

- ENERGY STAR qualified sound bars are approximately 60% more efficient than conventional products
- Consumers can maximize their energy savings by partnering ENERGY STAR certified televisions and sound bars
- Over its lifetime, an ENERGY STAR certified sound bar will save \$44.
- A home equipped with TVs, set-top boxes, a Blu-ray player and a sound bar that have earned the ENERGY STAR, can save more than \$165 over the life of the products

Vizio

- Entire line of sound bars is ENERGY STAR certified
- Each year, those Vizio sound bars:
 - Save consumers \$7 million.
 - Conserve enough electricity to light 40,000 homes.
 - Reduce greenhouse gas emissions by 80 million pounds – the equivalent to planting 30,000 acres of trees or removing 8,000 cars from the road.



VIZIO



Best Buy and Amazon Make It Easy to Find ES Certified Sound Bars

- Online searches for ENERGY STAR certified sound bars made easy
- Best Buy considers ENERGY STAR a feature
- Amazon brings up the certification aspect of the ENERGY STAR program

Features

- Wireless (64)
- Bluetooth Enabled (80)
- Wireless Subwoofer Connectivity (29)
- HDMI Output(s) (52)
- Separate Subwoofer Included (54)
- Wi-Fi Built-in (35)
- Virtual Surround Sound (23)
- Remote Control Included (86)
- Headphone Jack (11)
- Auxiliary Input(s) (1)
- Pairing Technology (6)
- Integrated Amplifier (3)
- Smart Capable (24)
- ENERGY STAR Certified (6)
- 3D-Ready (3)
- Speaker(s) Included (4)

Certifications

- Amazon Frustration-Free (28)
- Energy Star (5)

International Shipping

- AmazonGlobal Eligible

Condition

- New (1,179)
- Used (335)
- Refurbished (141)



Marketing Best Practice – Use the Mark

- Connect consumers with certified products by displaying the ENERGY STAR mark.
- Remember the 3 Ps and use the ENERGY STAR mark!
 - Product
 - Point-of-Purchase
 - Packaging



Marketing Best Practice – Bundle to Save More

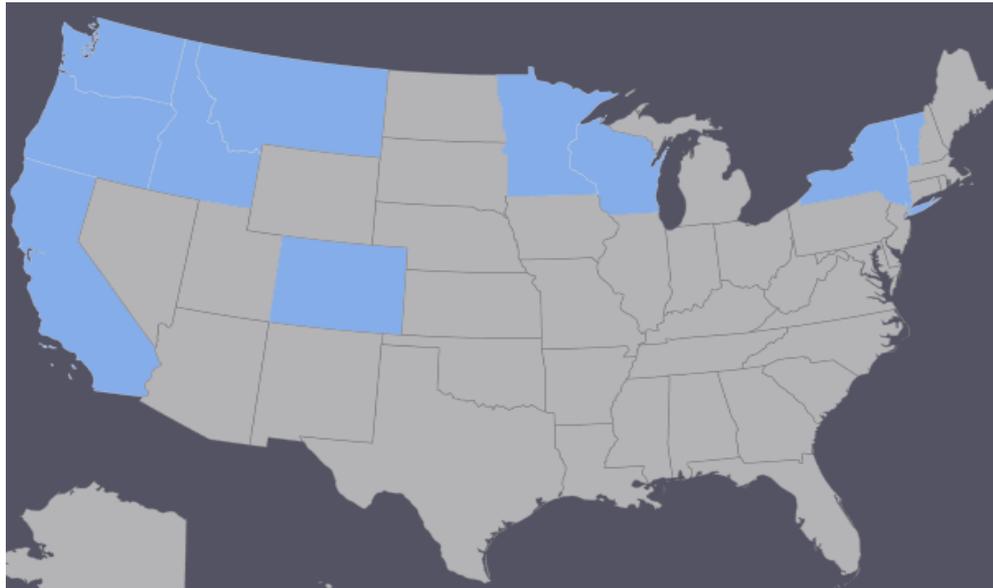
- Bundle sounds bars with TVs and other CE products for maximum savings for your customers





ENERGY STAR Retail Products Platform

- 2016 participants covers 12 states, 10+ major utilities participating:
- Opportunity to 18% of the residential U.S. market, nearly 23 million residential HHs
- At 600+ stores locations with Best Buy, Sears and Home Depot





ENERGY STAR Promotes Sound Bar Incentives Through Retail Products Platform (RPP)

- Sound bars are part of the ENERGY STAR Retail Products Platform
- Retailers will receive midstream incentives for ENERGY STAR CE products from utilities



Product Category	Tier
Sound Bar	ENERGY STAR v3 +15%
Sound Bar	ENERGY STAR v3 +50%

ENERGY STAR. The simple choice for energy efficiency.



Thank You!