Sound Bars
Retail Products Platform
ENERGY STAR Partners Meeting

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An alliance of utilities and energy efficiency organizations
Overview

• Goals of Market Transformation
• ENERGY STAR® Retail Products Platform (ESRPP)
• Sound Bar Energy Savings
• Lessons Learned
Retail Products Platform

- Midstream incentives
- Portfolio of products
- Seek to influence retailer buying and assortment practices
- Ultimate goal: influence manufacturing
Collaborating with ENERGY STAR

- Market Transformation requires scale
- Play to your strengths
- Value of ENERGY STAR brand
- If not RPP, then what?
Current Portfolio

- Sound bars
- Air cleaners/purifiers
- Freezers
- Dryers
- Room AC

- Each product has two incentive tiers (except Room AC)
History with Sound Bars

- Three years of program data
- Varied set of retailers (6 total)
- Originally included “Home Theater in a Box”
- Incentives are relatively small
Energy Savings → Evaluation

- Long-term savings from accelerated adoption
- This is not traditional resource acquisition
- Savings based on sales-weighted average unit energy consumption for each product category
- Requires use of a Market Transformation savings and evaluation approach
Market Adoption & Avg. UEC

2013

Non-qualified Market Share

Weighted Avg. UEC

ENERGY STAR® Market Share

2014

2015

34% ENERGY STAR®

45% ENERGY STAR®

39% ENERGY STAR®

68 kWh/yr

61 kWh/yr

62 kWh/yr

-7 kWh

-6 kWh

6 kWh
### Change in Avg. UEC → Savings

<table>
<thead>
<tr>
<th>Change in Avg. UEC from Baseline Year</th>
<th>2014</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>X Total Sales</td>
<td>7.1</td>
<td>6.4</td>
</tr>
<tr>
<td>= Savings</td>
<td>0.12 aMW</td>
<td>0.10 aMW</td>
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Market Share

2013:
- 11% ENERGY STAR
- 1% ENERGY STAR +15%
- 1% ENERGY STAR +50%

2014:
- 22% ENERGY STAR
- 5% ENERGY STAR +15%
- 1% ENERGY STAR +50%

2015:
- 38% ENERGY STAR
- 1% ENERGY STAR +15%
- 0% ENERGY STAR +50%
Goal Setting → Forecasts

- Programmatic goals
- Portfolio goals
- Ultimate goal: Market Transformation

NEEA 20 Year Savings Forecast Range
76 – 202 aMW
Lessons Learned

• ENERGY STAR Audio/Video product spec
• Quickly moving technology
• Retailer mix is important
• Product models are clustered at a few levels of efficiency
• Sound bars are very promising based on our near-term savings forecasts
Thank You
Question and Answer Session