ENERGY STAR
Consumer Electronics Program Highlights

Una Song
U. S. Environmental Protection Agency
October 27, 2014
### Consumer Electronics Track – October 27th

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hello, I'd Like to Buy a Sound Bar, Understanding the CE Consumer</td>
<td>1:15 - 2:15 p.m.</td>
</tr>
<tr>
<td>Opportunities for Efficiency Gains in Electronics</td>
<td>2:15 - 3:15 p.m.</td>
</tr>
<tr>
<td>Promoting ENERGY STAR Certified Consumer Electronics - Success Stories</td>
<td>4:30 - 5:30 p.m.</td>
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</tbody>
</table>
ENERGY STAR offers tremendous value in the Consumer Electronics and IT market

- Specifications are keeping pace with the rapidly evolving industry
- Marketing efforts are advancing compelling consumer messages through a range of media
- Brand continues to be a widely leveraged platform for marketing efficient electronics products
In 2013, about 85% of households recognized the ENERGY STAR label at the national level.

“National Awareness of ENERGY STAR for 2013”; EPA 2014 analysis of data from CEE survey.
More Than 4.8 Billion ENERGY STAR Products Sold (Cumulative)*

Fig. 2. More than 4.8 Billion ENERGY STAR Certified Products Purchased Since the Program Began*

2.9 billion Consumer Electronics sold through 2013

** Lighting category does not include purchases of light bulbs.
ENERGY STAR Effect on the Market

Changes in the TV Market & ENERGY STAR

- **Total U.S. TV Market**
- **ENERGY STAR Qualified Products**

On Mode Power (W)

Year


V3  V4  V5  V6
Consumers Prefer ENERGY STAR

- Consumers, as they become more environmentally conscious, look for ENERGY STAR certified products.
- About 70% of consumers are likely to recommend ENERGY STAR-certified products to a friend.
- 64% of adults look for energy-efficient electronics when shopping.
## ENERGY STAR Products

<table>
<thead>
<tr>
<th>Covered Consumer Electronics Categories</th>
<th>Covered Office Electronics Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Television</td>
<td>• Home theater-in-a-box</td>
</tr>
<tr>
<td>• Sound bars</td>
<td>• Audio amplifiers</td>
</tr>
<tr>
<td>• Wireless speakers</td>
<td>• Blu-ray disc and DVD players</td>
</tr>
<tr>
<td>• Audio receivers</td>
<td>• Compact/Shelf systems</td>
</tr>
<tr>
<td>• MP3 speaker docks</td>
<td>• Set top boxes</td>
</tr>
<tr>
<td>• Slates/Tablets</td>
<td>• Cordless and VOIP phones</td>
</tr>
<tr>
<td>• Desktop computers</td>
<td>• Laptop computers</td>
</tr>
<tr>
<td>• Laptop computers</td>
<td>• Computer monitors</td>
</tr>
<tr>
<td>• Computer monitors</td>
<td>• Printers and multi-function devices</td>
</tr>
<tr>
<td>• Small network equipment</td>
<td></td>
</tr>
</tbody>
</table>
Keeping Specifications Up-to-Date, Pursuing New Opportunities

- From 2010 through 2013, EPA introduced 43 revised or new specifications (14 CE/IT)
- In 2013 alone, EPA revised 11 specs and completed 4 new specs (6 CE/IT)
- The pace continues in 2014 with 17 revisions and 13 new products in progress (not all will be finished in 2014) (7 CE/IT)
- EPA is reviewing specs regularly to see if revision is warranted
Electronics Revisions Underway in 2014

• Computers V 6.1:
  Scope expansion to tablets-Effective September 10
• Displays V 7.0:
  Draft 1 November
• Set-top Boxes V 4.0:
  Final, effective Dec 19
• Televisions V 7.0:
  Final Draft End November
• Battery Chargers:
  Sunset, effective Dec 31
Upcoming CE Revisions 2015

• Wireless Chargers
• Imaging Equipment
• Audio/Video
  – Whole Home Audio scoped in 2014, planned inclusion
• Small Network Equipment
• Datacenter-related products
  – Evaluating servers, UPS, storage for revision
Cross-Cutting Product Themes

- Connected/Communicating: Products & Consumer Behavior (appliances, thermostats)
- Convergence (STB, SNE, media players)
- Efficient Low Power (EEE, prozxxzing)
- Systems Efficiency: Roadmapping
ENERGY STAR Most Efficient: Objective and Target Audience

- **Objective**: Highlight the highest efficiency products in ENERGY STAR product categories where further differentiation is possible

- **Target Audience**:
  - Likely to be high-income females, ages 30-50
    - Educated, health-conscious, active
    - Average HHI of $100,000+
    - Likely to be members of Gen X
  - Purchasers of luxury goods
    - 68% of household purchases
    - More likely to have a vacation or second home
    - Take finances seriously
    - Very active online: Frequent users of social media & online searches
Product Certifications

- Certified Soundbars
- New Types of Products
  - Ultra High Definition TVs (UHD TVs)
  - Receivers
  - Wireless Speakers
- New Product Categories
  - Small Network Equipment
  - Tablets/Slates
Key Messages

- Savings from ENERGY STAR certified products can add up. A home equipped with TVs, a Blu Ray player, and a home theatre in a box products that have earned the ENERGY STAR can save more than $200 over the products’ lifetimes.
  - “Choose certified electronics for your household and save up to $200 and more than 2,500 pounds of carbon dioxide over their lifetime.”

- ENERGY STAR certified CE products provide the same functionality as standard products, but use less energy, reducing their impact on the environment.
  - “ENERGY STAR certified electronics use less energy, which means dollar savings for you and a healthier climate for all.”
  - “ENERGY STAR certified CE products offer the latest in technology and design, but use less energy, reducing their impact on the environment.”
  - “Outfitting your home with ENERGY STAR certified products saves energy, money, and helps protect the environment.”
Holiday Messaging

- Creative Assets being leveraged by
  - Best Buy
  - Sears
  - LG
  - CEA
  - Samsung
- Social media and electronic postcards
- Holiday Twitter party scheduled for November 19th
- Twelve days of ENERGY STAR Consumer Electronics – scheduled from November 20th – December 1st
- Ask the Expert Video
Social Media and Other Outlets

• Earth Day messaging
  – Twitter chat with CEA
• Father’s Day Pinterest Board
• Streaming – Ask the Expert Video
Partner Promotions: Best Buy
Partner Promotions: Kmart/Sears & PG&E

Steven & Brian

Offers valid 3/16 thru 3/29/14

SAVE ENERGY & MONEY
WITH THESE ELECTRONICS

ALWAYS LOOK FOR ENERGY STAR®
WHEN SHOPPING FOR NEW HOME ELECTRONICS PRODUCTS
Home electronics that earn the ENERGY STAR® use less energy
and offer all the features and functionality as standard models.

$299.99
Nakamichi® 2.1-channel sound bar
with Bluetooth, 280 watts, 2.1 channel.
Features 3D effect, Bluetooth.
members get
$50

$199.99
Nakamichi 2.1 channel
200 watt Bluetooth NK-3
soundbar with wired subwoofer,
2.1 channel, 200 watt, Bluetooth
with wired subwoofer, tweeters
members get
$15

$79.99
Panasonic®
Blu-ray Disc player,
with built-in Wi-Fi, 8x times
upconvert, USB, HDMI, Ethernet
members get
20,000
points

$89.99
SALE Samsung Blu-ray Disc™ player with built-in WiFi,
8x times upconvert, HDMI, USB, Ethernet

$39.99
SALE Samsung upconvert
DVD player, 20160/S000-D00
Partner Promotions: EEPS

SAVE MONEY. SAVE ENERGY.
ENERGY STAR® Most Efficient TVs offer, on average, 40% more energy savings compared to conventional products.

Save money. Save energy.
ENERGY STAR® Most Efficient TVs offer, on average, 40% more energy savings compared to non-ENERGY STAR® products.
Partner Promotions: Vizio

VIZIO @VIZIO · May 7
VIZIO Co-Founder Ken Lowe exhibited our most efficient & @ENERGYSTAR certified products last week at @CEA's #CESOTH: wapo.st/1jgsvo1

VIZIO retweeted
ENERGY STAR @ENERGYSTAR · Jun 19
Check out this review of @VIZIO ’s M series TVs from @dkatzmaier & @CNET ! 5 in the series are ENERGY STAR certified. cnet.co/UoPi7X

Vizio incorporated ENERGY STAR Consumer Electronics into their social media
Partner Promotions: LG

LG featured ENERGY STAR in their Fan House at the NCAA Final Four “Bracket Town” Fan Experience. Basketball legend Clyde Drexler explains the benefits of ENERGY STAR to NCAA fans.
Partner Promotions: Samsung

Samsung highlighted ENERGY STAR Consumer Electronics in Times Square Ad that ran a full year
2015 Plans: Marketing

- Seasonal promotions
  - CE Holiday Messaging
  - Consumer Electronics Show
  - Super Bowl
  - Earth Day
- Mobile web pages
Thank You!

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