



EPA GAME CONSOLE RECOGNITION OPPORTUNITY

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Recognition Opportunity

- ⦿ In recent years, game consoles have caught the attention of energy efficiency advocates and domestic & international regulators.
- ⦿ In response, game console manufacturers and EPA are working on developing energy efficiency criteria.

Recognition Opportunity (con't)

- ⦿ While EPA has previously proposed ENERGY STAR labeling for game consoles, EPA understands that 3 game consoles on the US market challenges the ENERGY STAR principle of recognizing the top quartile of products based on efficiency.
- ⦿ Major performance differences between products calls for separate product categories. However, separating 3 products into product categories would result in a category with 1 product, therefore removing competition.
- ⦿ EPA is proposing to recognize manufacturers and their products as an alternative to an ENERGY STAR label.

Recognition Opportunity (con't)

- ⦿ EPA proposes recognizing companies that pledge to meet these requirements, turning reduced energy use of participating companies' game consoles into a great story appropriate for media.
- ⦿ EPA will leverage its broad communication channels to highlight the pledge as well as strides in delivering efficiency made by manufacturers.
- ⦿ Game console manufacturers will answer retailers' interest in offering energy-efficient game consoles.

Proposed Structure of Recognition Approach

- ⦿ EPA and Game Console Manufacturer Sign Agreement.
 - EPA promotes commitments made in agreement upon signing.
 - Reflecting company wide commitment to meeting the final efficiency criteria with current or next generation boxes.
- ⦿ EPA recognizes game consoles that meet the energy efficiency criteria, measured by the ENERGY STAR test method, as they are available on the market.

Proposed Structure of Recognition Approach (con't)

- ⦿ EPA recognition for agreement on energy efficiency requirements between EPA and game console manufacturers.
- ⦿ 2012 CES Launch Opportunity (*proposed*)
- ⦿ EPA will leverage communication channels to announce and educate about efficiency gains:
 - Leveraging national and trade media as well as social media



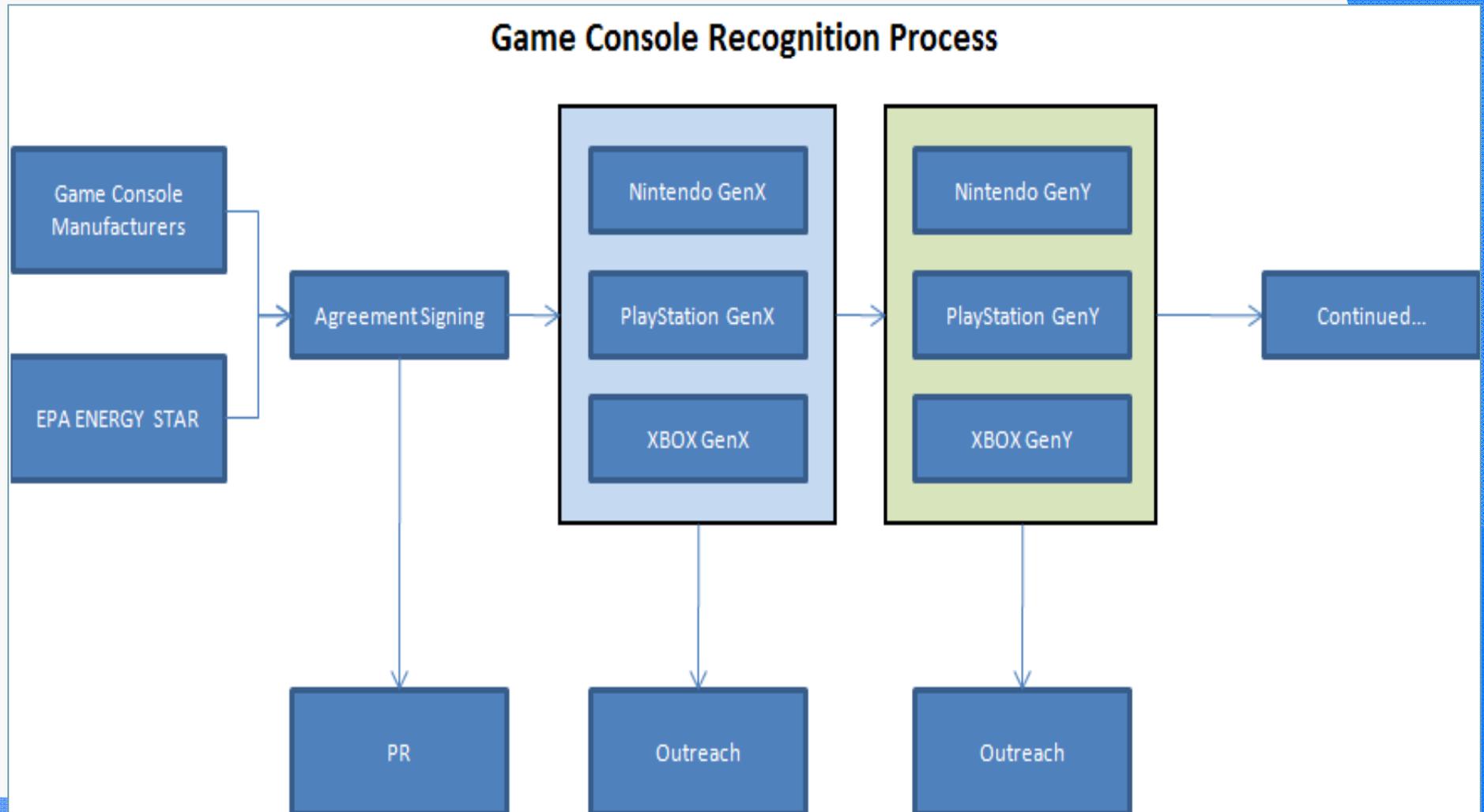
EPA Recognition for Game Consoles

- ⦿ As manufacturers have console models (Example: PS, PS2, PS3) that meet energy efficiency requirements, EPA will again recognize game console manufacturers and their more efficient products.
 - Extends opportunity for recognizing participants in agreement and progress
 - Rewards products as they hit the market
 - EPA recognition versus ENERGY STAR label & associated requirements
- ⦿ EPA will promote through communication channels.
- ⦿ Manufacturers that meet EPA efficiency requirements may promote accomplishment at retail, online, and through other venues.

EPA Recognition for Game Consoles (con't)

- ⦿ Updates to existing consoles
 - Updates to non-RECOGNIZED consoles that enable those consoles to fall within the recognition agreement, will become recognized.
- ⦿ EPA will not promote consoles that do not meet requirements in recognition agreement.

Game Console Recognition Process



EPA Promotional Ideas for Recognition

- ⦿ EPA Press Release

- ⦿ EPA media outreach

- Consumer pubs, online, social media

- ⦿ POS Promotions

- Support your efforts to work with retail partners, e.g. Best Buy, Target, Sears/Kmart, Walmart, etc. to develop customized promotions featuring your award.
 - Retailers , e.g. Kmart, want to be first-to-market with console ENERGY STAR award recipients.

EPA Promotional Ideas for Recognition (con't)

- Youth partnership outreach
 - Develop customized promotions around award recipients through engagement youth partnership channels, e.g. Boys and Girls Clubs of America and Do Something
 - Boys and Girls Clubs work on grass roots promotions with partners that generate strong press, e.g. refrigerator recycling with Samsung/Sears
 - Do Something effective approach for teen engagement, e.g. Best Buy e-waste campaign



Questions?



References and Resources

- ⦿ Program updates, documents and information provided on the ENERGY STAR Game Consoles web site:
 - http://www.energystar.gov/index.cfm?c=revisions.game_console_spec

OR

- www.energystar.gov/NewSpecs (and click on the link for Game Consoles)

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