Working Together to Increase the Market Acceptance of Energy Efficient Electronics Products

Industry Partners Meeting

Electronics Breakout Sessions

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New Orleans, LA

Session Objectives

Exchange information

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Increase understanding of respective industries

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Better position both industries for collaboration

Agenda

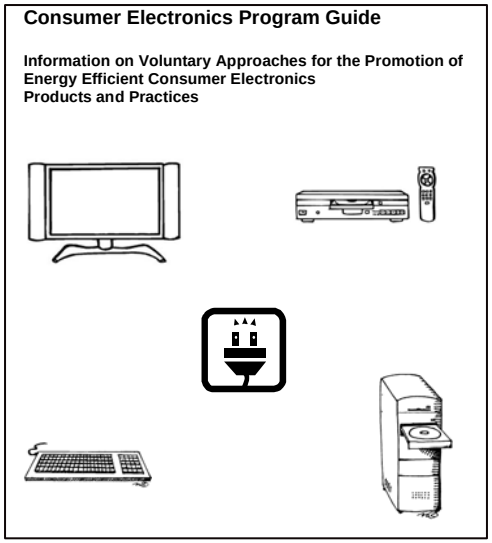
11:00	Welcome and overview
11:10	Extended introductions
12:00	Lunch and networking
12:40	Electronics industry panel
2:00	Break
2:30	Program administrator panel
3:30	Small group discussion
4:15	Wrap up

Consumer Electronics Initiative

- Addresses end use representing 12-15 percent of residential electrical consumption and growing
- Adopted in 2007
- 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

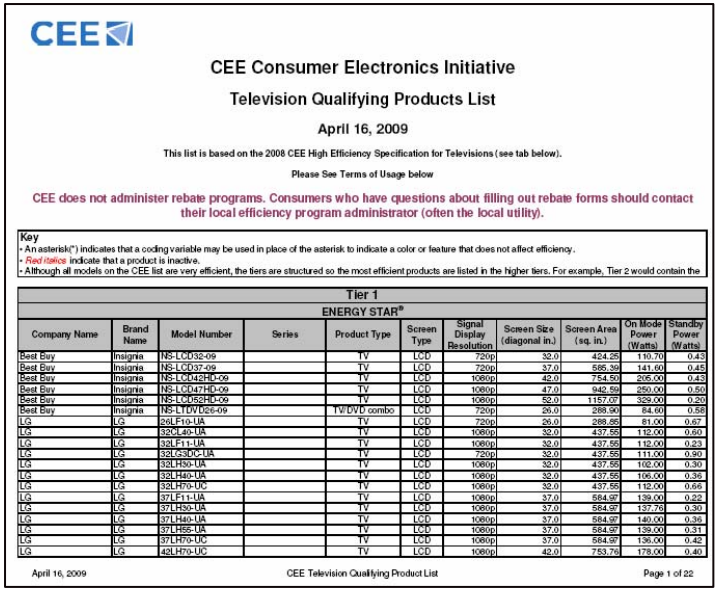
Recent Accomplishments

- 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



Consumer Electronics Program Guide

Information on Voluntary Approaches for the Promotion of Energy Efficient Consumer Electronics Products and Practices



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	Insignia	NS-LCD32-09		TV	LCD	720p	32.0	424.25	110.70	0.43
Best Buy	Insignia	NS-LCD37-09		TV	LCD	720p	37.0	585.39	141.60	0.45
Best Buy	Insignia	NS-LCD42HD-09		TV	LCD	1080p	42.0	754.50	205.00	0.43
Best Buy	Insignia	NS-LCD47HD-09		TV	LCD	1080p	47.0	942.59	250.00	0.50
Best Buy	Insignia	NS-LCD52HD-09		TV	LCD	1080p	52.0	1157.07	329.00	0.20
Best Buy	Insignia	NS-LTDVD26-09		TV/DVD combo	LCD	720p	26.0	288.90	84.60	0.58
LG	LG	26LF10-UA		TV	LCD	720p	26.0	288.85	81.00	0.67
LG	LG	32CL40-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	32LG3DC-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-UC		TV	LCD	1080p	32.0	437.55	112.00	0.66
LG	LG	37LF11-UA		TV	LCD	1080p	37.0	584.97	139.00	0.22
LG	LG	37LH30-UA		TV	LCD	1080p	37.0	584.97	137.76	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-UC		TV	LCD	1080p	37.0	584.97	136.00	0.42
LG	LG	42LH70-UC		TV	LCD	1080p	42.0	753.76	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

Manufacturer inputs

Contact information
Product energy use:
- UEC
- in various operating modes

Product cost/price information (publicly available)
Product measure life
New products: specs and schedule (i.e., what's coming down the road?)
Market information and news

Consumer information

Number/types of electronics products in home
Annual $ spent on electronics
Level of knowledge of energy use of electronics and ways to cut
Influence of energy use in purchasing decisions
Key demographic chars. of household decision maker(s)
Resources consulted when purchasing
Messages that will influence
Willingness to pay for efficiency

Consumer Electronics Energy Efficiency Program Center

Retailer inputs

Contact information
Sales data:
- units sold
- brand and model #
- customer location
- historic to establish baseline

Product cost/price information (publicly available)
Sales market share (by product if possible)

Efficiency program inputs

Program summaries
- Contact information
- Program design
- Incentives
- Budget

Studies and evaluation reports
Talking points for use with industry
CEE specifications
Discussion board to facilitate information exchange

RESULTS

CEE member programs are:

- Better informed
- More responsive to changes
- More consistent
- More effective

CEE Specifications

- Facilitate increased market adoption of energy efficient products by:
  - Differentiating most efficient products in the marketplace
  - Rewarding exceptional performance in product efficiency
  - Providing consistency to CEE members and manufacturers

CEE Television Specification

Screen Area	Tier 1 (ENERGY STAR®)	Tier 2 (15% above ENERGY STAR)	Tier 3 (30% above ENERGY STAR)	Tier 4 (45% above ENERGY STAR)
A < 680 inch^2	P_{Max} = 0.2*A + 32	P_{Max} = 0.17*A + 27.2	P_{Max} = 0.14*A + 22.4	P_{Max} = 0.11*A + 17.6
680 inch^2 ² A < 1045 inch^2	P_{Max} = 0.24*A + 27	P_{Max} = 0.204*A + 22.95	P_{Max} = 0.168*A + 18.9	P_{Max} = 0.132*A + 14.85
A ³ 1045 inch^2	P_{Max} = 0.156*A + 151	P_{Max} = 0.1326*A + 128.35	P_{Max} = 0.1092*A + 105.7	P_{Max} = 0.0858*A + 83.05
A = screen area in square inches				
P_{Max} = maximum On Mode power consumed to qualify for CEE specification				
NOTE: This specification incorporates all requirements of the ENERGY STAR Version 3.0 television specification, including standby power (max 1 Watt) and product testing. On CEEÕs Qualifying Products List, models will be listed only at the highest tier for which manufacturers represent they qualify.				

Possible Future Specifications

- Set-top boxes
- Computers
- Displays
- Game consoles
- A/V equipment
- Imaging equipment
- Advanced power strips

Introductions

- Name and organization
- 1-3 sentences on your current work on energy efficiency and consumer electronics
- Please state one thing you would like to learn today that would better position you for collaboration

Small Group Discussions

- What information is still needed to advance our work together?
- What steps can be taken to make the most of opportunities to work together?

Next Steps

- Consumer Electronics Committee meeting on specifications, October 14
- Continue work to pursue development of Electronics Center
- Program summary in early 2010