

CEE's Consumer Electronics Initiative

Update on ENERGY STAR Specifications
and Program Design

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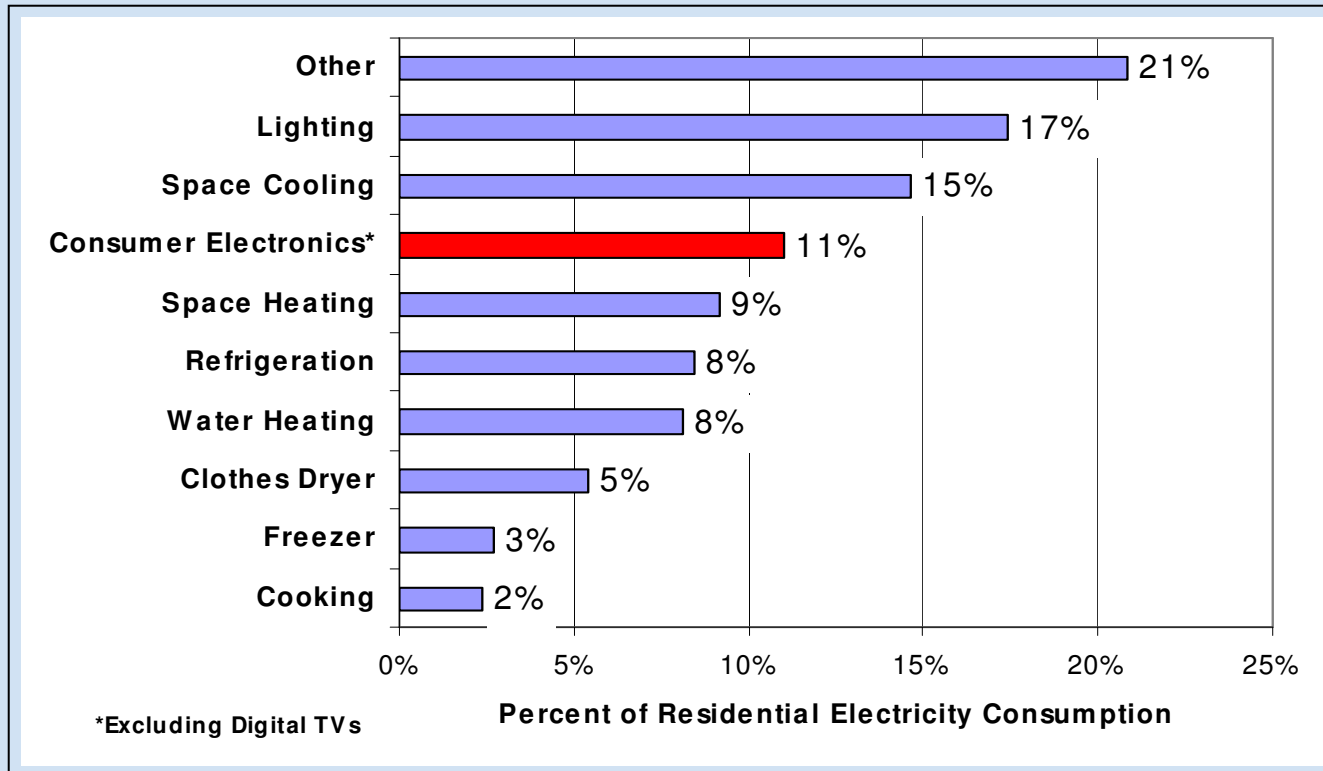


Working Together, Advancing Efficiency

Initiative Background

- Early 2006: Began more focused exploration of savings opportunities for consumer electronics
- June 2006: CEE Board approved formation of CEE's Residential Consumer Electronics Committee

Residential Electricity Consumption



TIAX LLC for the Consumer Electronics Association

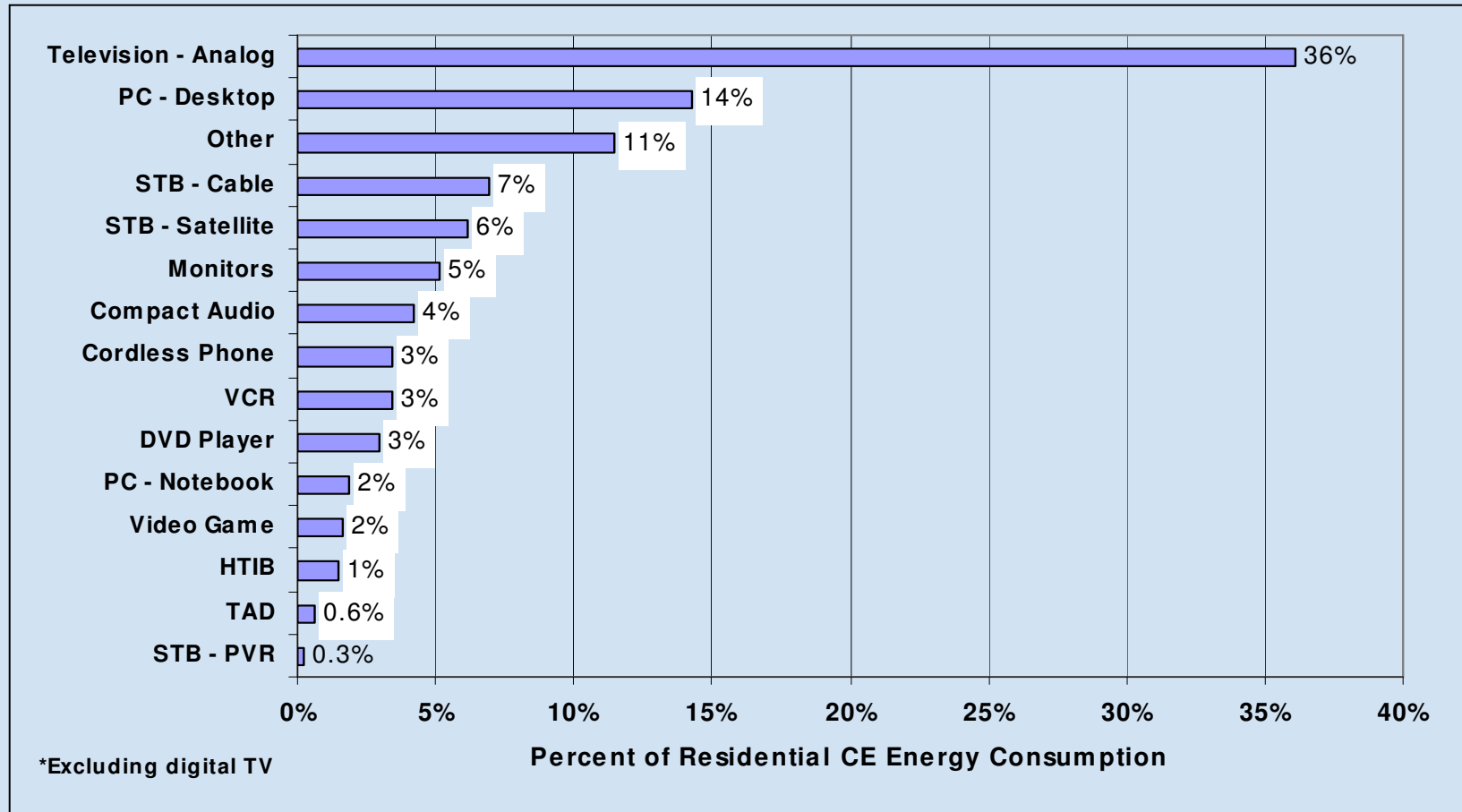


Working Together, Advancing Efficiency

Consumer Electronics Initiative Focuses

- *Working with ENERGY STAR*
- *Program guidelines*
- Consumer education
- Industry outreach
- Other initiative support

Consumer Electronics Energy Use



Consumer Electronics Association



Working Together, Advancing Efficiency

ENERGY STAR Specifications

- Digital-to-analog converter boxes (DTAs)
- Televisions
- Set-top boxes
- Computers
- Computer monitors
- External power supplies

DTAs

- Digital transition February 17, 2009
- NTIA coupon
- ENERGY STAR spec effective January 2007
- 13 coupon eligible DTAs certified by NTIA
- 9 ENERGY STAR qualified DTAs
- 15,000 retail outlets certified to accept coupon
- 2.2 million coupon requests received by 1/7/08 from every state



Televisions

- Biggest CE energy user
- Addition of On Mode
- Technology neutrality
- Allowance for screen resolution
- Digital transition
- Second tier TBA



Set-Top Boxes

- Separate partner agreements for providers and OEMs
- Always on
- Big energy users, getting bigger (DVRs)
- Data needs for EEPs

Computers

- Tier 1 effective July 2007/Tier 2 under development
- Cooperative agreement with EU
- Cross-cutting product (commercial and residential)
- Power management

Monitors

- Definition of monitor (e.g., digital photo frames)
- Convergence with TV spec

External Power Supplies

- California standard
- International interest

Cross-Specification Themes

Products

- Bigger, faster, more functionality
- “On” all the time
- Networking/interconnection
- Rapid innovation
- Technological complexity

Cross-Specification Themes

ENERGY STAR

- On mode focus
- Tiered specifications
- Energy allowances for features/functions
- New test procedures
- International harmonization
- User interface focus
- Convergence in product categories

Cross-Specification Themes

Electronics Industry

- Global marketplace
- Technology-specific focus
- Challenges to voluntary label

Cross-Specification Themes

CEE Members

- Aggressive savings goals
- Data needs
- Increasing capacity

Next Step: Programs

- Capitalize on new ENERGY STAR specifications
- ENERGY STAR promotional campaign(s)
- Digital transition
- Bundling
- Education on power management/user settings
- Industry partnerships

