

# Consumer Electronics

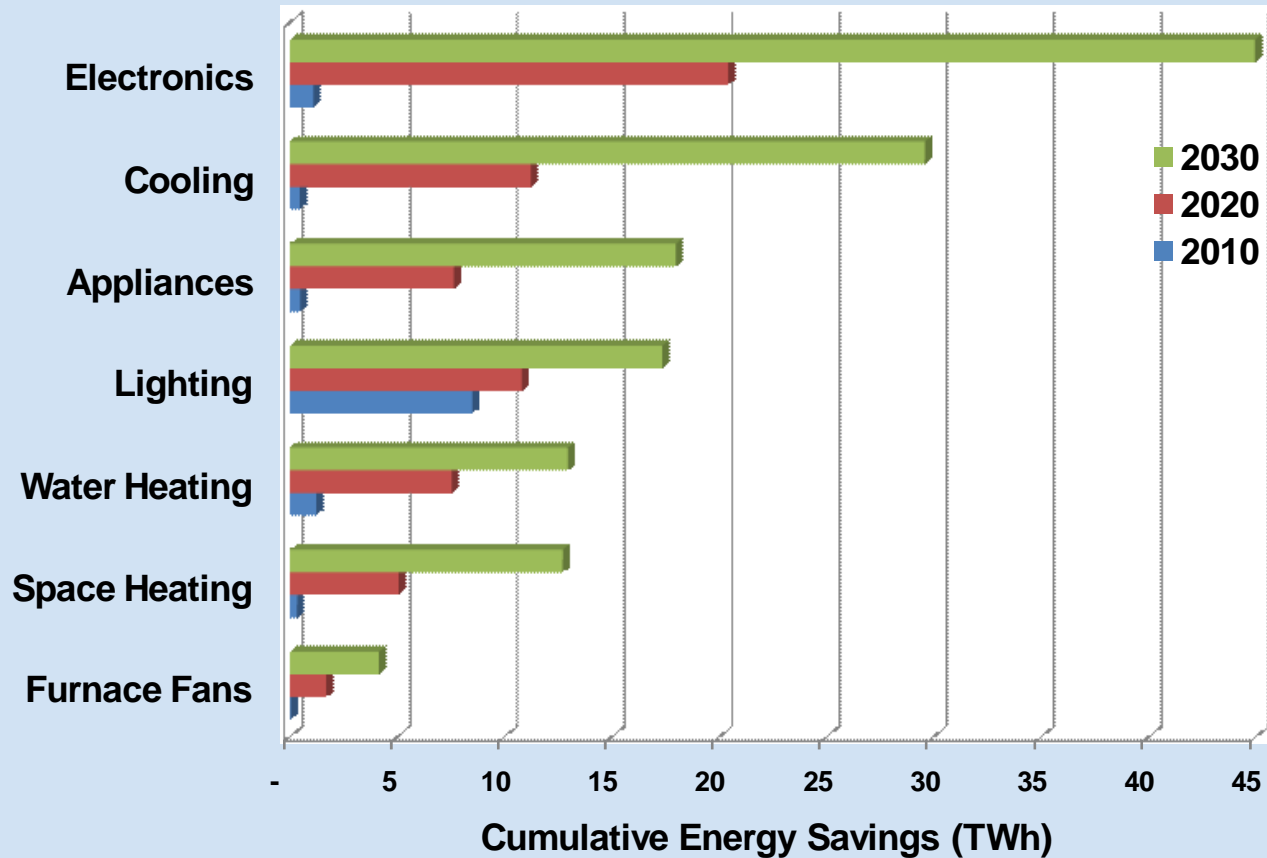
## Progress in Program Planning

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Working Together, Advancing Efficiency

# Savings Opportunity



Electric Power Research Institute-Edison Electric Institute

# CEE Consumer Electronics Initiative

- Adopted by CEE Board in June 2007
- Goals:
  - Facilitate energy efficiency programs in their efforts to increase the sale and market share of energy-efficient consumer electronics
  - Develop a consistent definition of and criteria for energy efficiency in the consumer electronics product area, and to identify products that meet these criteria

# 2008 Initiative Support

- Work with ENERGY STAR
  - Specifications for televisions, computers, set-top boxes, displays
- Develop program guidelines
  - CEE Consumer Electronics Program Guide
- CEE television specification
- Conduct industry outreach
  - CEE Industry Partners meeting

When more HDTVs give the gift of energy efficiency,  
imagination lives.

See the big picture this holiday season with the largest  
selection of ENERGY STAR HDTVs – only from Samsung.



Our LCD and DLP HDTVs have energy ratings that are on average 33% higher than the ENERGY STAR standard, so it's easy to have a greener holiday.\* Plus you can recycle your old TV and other electronics easily and responsibly with our 50 state Samsung Recycling Direct™ program. All the more reason to celebrate. Go to [www.samsung.com/green](http://www.samsung.com/green) for more information.



*Washington Post*

\*Based on average power consumption of all current LCD/DLP HDTVs in production as of October 2008. For more information on qualified products, go to [www.energystar.com/televisions](http://www.energystar.com/televisions). ©2008 Samsung Electronics America, Inc. Samsung is a registered trademark of Samsung Electronics Co., Ltd. Screen images simulated.



Working Together, Advancing Efficiency

# Exploring an Expanded Role in 2009

- Early programs reporting barriers
  - E.g., outreach to manufacturers and retailers
- Consumer Electronics Committee has recommended to CEE's Board an expanded support role under the Initiative
  - Could include:
    - New functions
    - Enhanced support of existing functions

# Proposed Analysis

- Examine functions CEE could perform
  - Enlist/manage sponsors for a national effort
  - Program design
  - Develop advanced specifications
  - Develop, negotiate, and execute participation agreements with manufacturers/retailers
  - Marketing
  - Rebate fulfillment
  - Data collection
- Assess pros and cons of CEE expanding support

# Next Steps

- Forming working group
  - Seeking experts in:
    - strategic program design
    - program implementation
    - rebate fulfillment
    - EM&V
  - ***Please join us!***
- Prepare recommendation for proposed CEE role and estimate of required resources by June Board of Directors meeting