



Consumer Electronics Program Center

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The Need for the Center at CEE

Electronics is a growing end use with unique challenges



- Product proliferation
- Rapid technological evolution
- Small per-unit savings
- Industry stakeholders who are less familiar with efficiency programs

Need for common and consistent basis of information



- To identify new program opportunities
- To create cost-effective programs
- To evaluate program outcomes

Greater level of effort and resources is required



Innovation #1--Up and Running

▶ Defining needs of energy efficiency community and getting data to meet them

- Pool resources to purchase national sales and forecast data
 - Local data at a discount
- Provide monthly updates
- Added ENERGY STAR® qualification to sales data set

▶ **Enables:**

- Close tracking of market penetration
- Forward-looking discussions on new program opportunities and models

Innovation #2--Full Potential in Sight

- ▶ Use member and industry feedback to design an online platform to meet needs unique to consumer electronics
- ▶ **Enables:**
 - Program administrators to test and exchange program information with benefit of a considered and organized basis

Now



DISCUSSIONS

2 Replies Use of Social Media to promote efficient consumer electronics
Calling all Committee members! The topic of the January 9 electronics program roundtable is the... [Read More](#)
Created: 29 Dec 2011 – 3:03:42pm

2 2012 CEE... [Read More](#) 15 results

Library: Televisions, Report

RESULTS ... [Read More](#) ... consumer
... 2011 – 6:06:46pm

Committee Updates

- 1/25/2012 Committee Update: [Jan. 25 consumer electronics breakout session materials and call-in info now available](#)
- 1/19/2012 Event: [DOE Set-top box rulemaking discussion](#)
- 1/5/2012 Committee Update: [Electronics reports added to the Library in December](#)
- 12/19/2011 Committee Update: [Meeting notes from December 6 and 12 now available](#)

Next

Tools for shared information assessment

Specialized access to current resources

Invite industry to play

Innovation #3--Coming Soon

▼ Consistent and coordinated outreach to industry representatives

- Toolkit
- Online industry forum



▼ **Enables:**

- Two-way information exchange
- An industry primed for partnership
- Program designs that work for industry

2011 Sponsors

- ▼ BC Hydro
- ▼ Commonwealth Edison
- ▼ Con Edison
- ▼ DTE Energy
- ▼ Efficiency Vermont
- ▼ Georgia Power
- ▼ LIPA
- ▼ NYSERDA
- ▼ NEEA
- ▼ Salt River Project
- ▼ SMUD
- ▼ Southern California Edison
- ▼ TVA
- ▼ Xcel Energy

Where Could This Go?



For More Information

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