

ENERGY STAR. The simple choice for energy efficiency.



ENERGY STAR® Consumer Electronics

2015 Program Highlights

ENERGY STAR Partner Meeting – Portland, OR
October 13, 2015





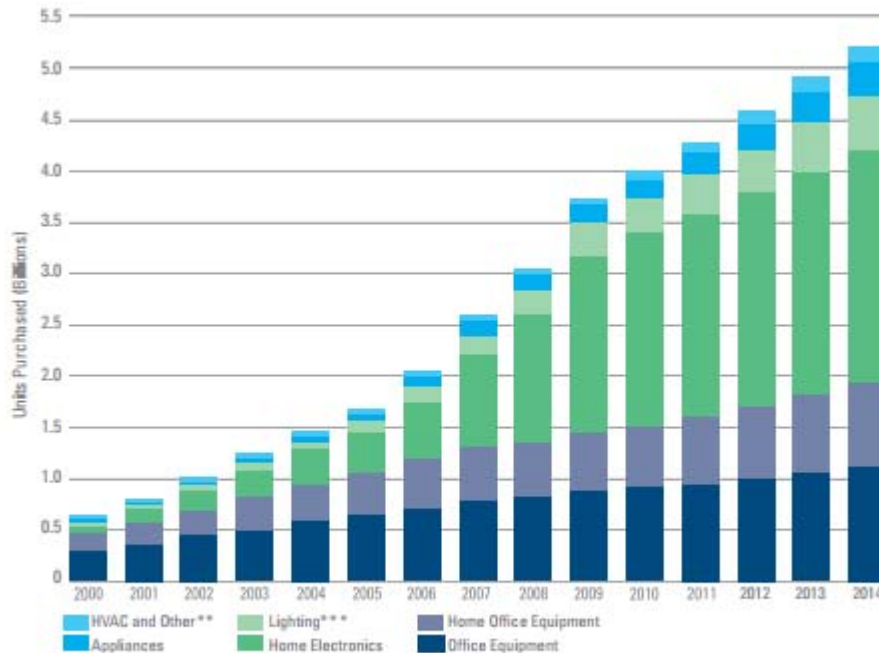
ENERGY STAR Certified Consumer Electronics & Office Devices

Covered Consumer Electronics Categories		Covered Office Electronics Categories
<ul style="list-style-type: none"> Television 	<ul style="list-style-type: none"> Home theater-in-a-box 	<ul style="list-style-type: none"> Desktop computers
<ul style="list-style-type: none"> Sound bars 	<ul style="list-style-type: none"> Audio amplifiers 	<ul style="list-style-type: none"> Laptop computers
<ul style="list-style-type: none"> Wireless speakers 	<ul style="list-style-type: none"> Blu-ray disc and DVD players 	<ul style="list-style-type: none"> Computer monitors
<ul style="list-style-type: none"> Audio receivers 	<ul style="list-style-type: none"> Compact/Shelf Systems 	<ul style="list-style-type: none"> Printers and multi-function devices
<ul style="list-style-type: none"> MP3 Speaker Docks 	<ul style="list-style-type: none"> Set Top Boxes 	<ul style="list-style-type: none"> Small network equipment
<ul style="list-style-type: none"> Slates/Tablets 		<ul style="list-style-type: none"> Cordless and VOIP phones



ENERGY STAR and Its Partners Make Great Strides in Energy Efficiency

Fig. 2. More than 5.2 Billion ENERGY STAR Certified Products Purchased Since the Program Began*



- Americans purchased more than 320 million products that have earned the ENERGY STAR in 2014.
- Since the start of the Program in 1992, over 5.2 billion ENERGY STAR certified products sold.
- Through 2014, more than 3.2 million individuals took the ENERGY STAR pledge to make energy-efficient changes at home.

* Program began in 1992.

** Other category does not include roofing purchases.

*** Lighting category does not include purchases of light bulbs.



Customers Prefer ENERGY STAR

- ENERGY STAR products are appealing to consumers:
 - 75% of consumers are likely to recommend ENERGY STAR-certified products to a friend.
 - 64% of adults look for energy-efficient electronics when shopping.
 - 71% of consumers consider the environment when making purchasing decisions.
- There is no sacrifice in quality or performance with ENERGY STAR:
 - Certified products include latest features including Bluetooth and Internet-connectivity.
 - New product categories, such as wireless speakers and UHD TVs qualify for certification.





Keeping Specifications Up to Date, Pursuing New Opportunities

- In 2014, EPA revised 7 specs and completed 1 new spec (3/0 CE/IT)
- The pace continues in 2015, with 24 revisions and 12 new products under development (6/1 CE/IT)
- Expect to complete 9 revisions and add 1 new product in 2015 (1/1 CE/IT)
- In 2016, 23 revisions planned and 10 new product specification development efforts underway (9/0 CE/IT)





Updates to Certified Products

- ENERGY STAR Certified Sound bars are now increasingly popular and market penetration has been increasing
- New Types of Products
 - Ultra High Definition TVs
 - Receivers
 - Wireless speakers
- New Product Categories
 - Small Network Equipment
 - Tablets/slates





Specification Status

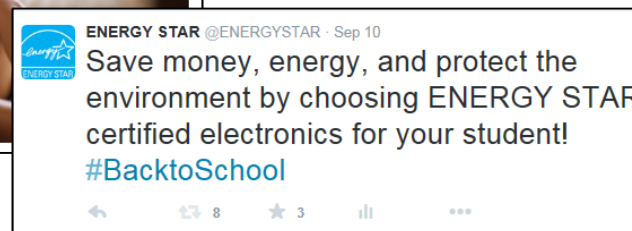
- Effective
 - Version 7.0 Television (Will take effect on October 30, 2015)
- Ongoing
 - Displays have just been finalized and will take effect May, 2016
 - Set-top boxes
- Upcoming
 - Open the AV specification for revision to a Version 4.0 – 2016
 - Open the Small Network Equipment specification for revision – late 2015/early 2016





Key 2015 Sales & Marketing Initiatives

- EDUCATION: Graduate Gifts and Back to School social media campaign
- AWARENESS: “Wake up with AI” media segment
- ENGAGEMENT: Holiday Messaging and social media





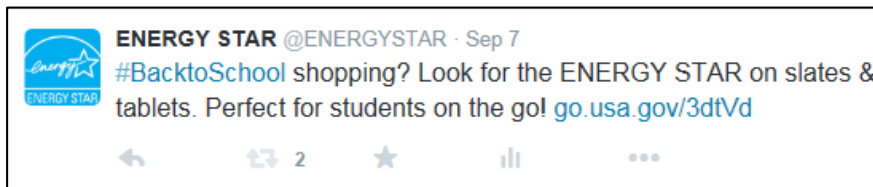
Key Messages

- ENERGY STAR certified products provide all the functionality as standard products, but use less energy, reducing their impact on the environment.
 - “ENERGY STAR is the simple choice for energy efficiency. Behind each blue label is a product that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change”
 - “Outfitting your home with ENERGY STAR certified products saves energy, money, and helps protect the environment.”
- Savings from ENERGY STAR certified products can add up. A home equipped with TVs, set-top boxes, a Blu Ray player and a home theater in a box that have earned the ENERGY STAR can save more than \$185 over the life of the products.



Grad Gifts and Back to School Social Media Campaign

- Educational push to recent graduates, parents of recent graduates and college students about savings associated with ENERGY STAR certified electronics.





“Wake up with AI” Segment Spreads Awareness of Certified Electronics

- Highlighted ENERGY STAR certified TVs, home audio, tablets and media players



www.weather.com/tv/shows/wake-up-with-al/video/energy-efficient-electronics



Holiday Messaging

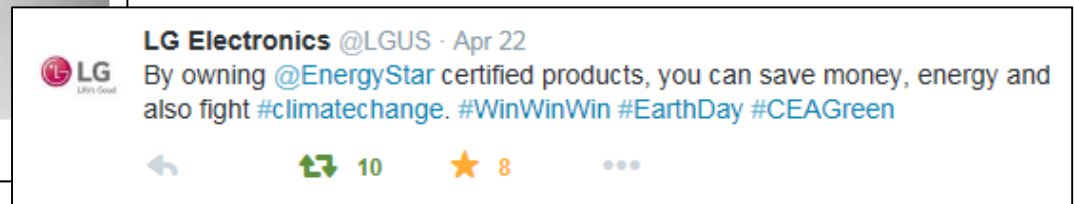
- Share information about electronics certified to save energy during the holiday season
 - Leverage ENERGY STAR creative assets
 - Engage with @ENERGYSTAR on social media
 - Join and participate in the Holiday Twitter party scheduled for November
 - Last year's Holiday Twitter party tweets garnered over 15 million impressions





Engage with ENERGY STAR on Social Media

- Join and participate in Twitter Parties with ENERGY STAR
- Share Information to help consumers better understand electronics and energy use
 - Share the Ask the Expert videos
 - Inform with streaming infographic





2016 Marketing & Promotional Plans

- CE Holiday Messaging – share your plans and materials with us!
- Black Friday
- Super Bowl – social media and other possible outreach
- CES – looking to raise the visibility of ENERGY STAR
- Social Media – retweet/post partners that promote ENERGY STAR and engage bloggers
- Available CE Tools
 - Buyers Guide
 - Retail Associate Training

ENERGY STAR. The simple choice for energy efficiency.



Thank you!

Mark Michalski
The Cadmus Group
Mark.Michalski@cadmusgroup.com

