



ENERGY STAR

Consumer Electronics Program

Highlights

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U. S. Environmental Protection Agency

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Part of the
2013 ENERGY STAR Products Partner Meeting
Webinar Series



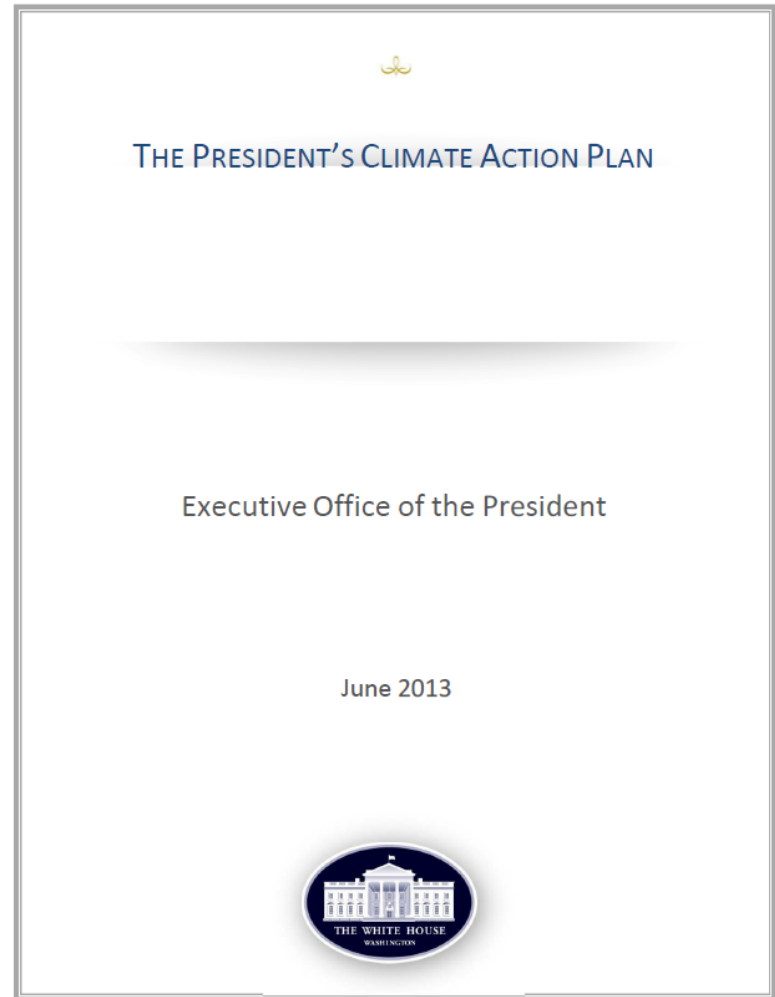
Learn more at energystar.gov

Efficiency is a Priority



“Energy efficiency is one of cleanest and most cost effective opportunities to save families money, make our business more competitive and reduce greenhouse gas emissions.”

President Obama



Specifications



- New Specifications
 - Small Network Equipment – effective 9/3/13
- Revisions
 - Audio/Visual – effective May 1, 2013
 - Displays – effective June 1, 2013
 - TVs – effective June 1, 2013
 - Computers – effective June 2, 2014
- In progress
 - STBs – will be finalized end of 2013; effective Fall 2014
 - Telephony – to finalize December, 2013; effective August 2014
- Game Consoles
 - EPA recognition criteria finalized – March 5, 2013

ENERGY STAR Most Efficient 2013



- Displays – 45 certified products
- TVs – 229 certified products
- 10 efficiency programs leveraging Most Efficient 2013

ENERGY-EFFICIENT FEATURED PRODUCT

Ask for more
information on
ENERGY STAR®
certified models.



USE LESS.
**SAVE
MORE.**



New Product Finder Tools



- Allows consumers to filter based on product type, features, and technology
- Compare product feature for up to four items

[Home](#) » [Products](#) » [Product Finder Home](#) » ENERGY STAR Certified Audio/Video

ENERGY STAR Certified Audio/Video

Want more information? Access the full product list in [Excel](#), API, and other formats.
[Switch to Advanced View](#) »

Compare up to 4 items

Sort by:

Energy Use (Idle) (Watts) ▾

Product Type

- Audio Amplifier - Full Spectrum (26)
- Audio Amplifier - Limited Bandwidth (23)
- Blu-ray Disc Player (22)
- Compact/Shelf Audio System (6)
- DVD Player (14)
- Home Theater in a Box (5)
- Powered Speaker System (8)

▶ [Show More](#)

1 - 20 of 105 Records Found

1 2 3 4 5 .. ▶

Inter-M Corp - DSA-100DV

Compare

Audio Amplifier - Limited Bandwidth
Energy Use (Idle): 0.0 Watts
Amplifier Efficiency: 49%

Panasonic - DMP-BD79

Compare

Blu-ray Disc Player
Energy Use (Idle): 0.1 Watts

Energy Use (Video Playback): 5.9 Watts



New Product Finder Tools



- Additional information for models can be displayed
- Create customized charts to display product information

The screenshot displays the Energy Star Product Finder interface. At the top, there is a yellow banner for 'Unsaved View' with 'Save As...' and 'Revert' buttons. Below this is a table of products with columns for PD_ID, ENERGY STAR Partner, and Brand Name. A 'Manage' sidebar is open on the right, showing a 'Show & Hide Columns' section with a list of columns and checkboxes to toggle their visibility.

	PD_ID	ENERGY STAR Partner	Brand Name
1	2,024,077	Sony Electronics Inc.	SONY
2	2,024,078	Sony Electronics Inc.	SONY
3	2,118,325	Vizio Inc.	VIZIO
4	2,160,777	Sony Electronics Inc.	SONY
5	2,160,778	Sony Electronics Inc.	SONY
6	2,160,779	Sony Electronics Inc.	SONY
7	2,163,045	Polk Audio	Polk Audio
8	2,164,476	Panasonic	Panasonic
9	2,164,477	Panasonic	Panasonic
10	2,164,480	Panasonic	Panasonic
11	2,164,481	Panasonic	Panasonic

Manage

Show & Hide Columns

Adjust which columns are visible in this view

Columns

- PD_ID
- ENERGY STAR Partner
- Brand Name
- Model Name
- Model Number
- Additional Model Information
- Product Type
- Video Player Type
- Tuner Included
- Amplifier Channels
- Connected Technology
- Default Auto Power Down (APD) Timing



Market Successes: Products



- Certified Soundbars are now at 50% market penetration
- The first organic light-emitting diode (OLED) TV certified



Market Successes: Social Media



- Utilities have begun to use social media to promote ENERGY STAR Certified consumer electronics
 - Creative from a promotion by Mass Save Sponsors completed with Samsung in January

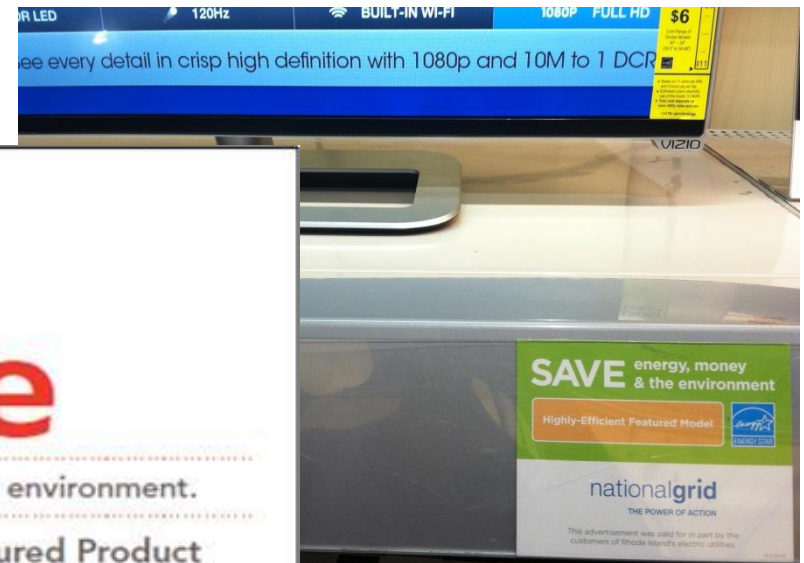
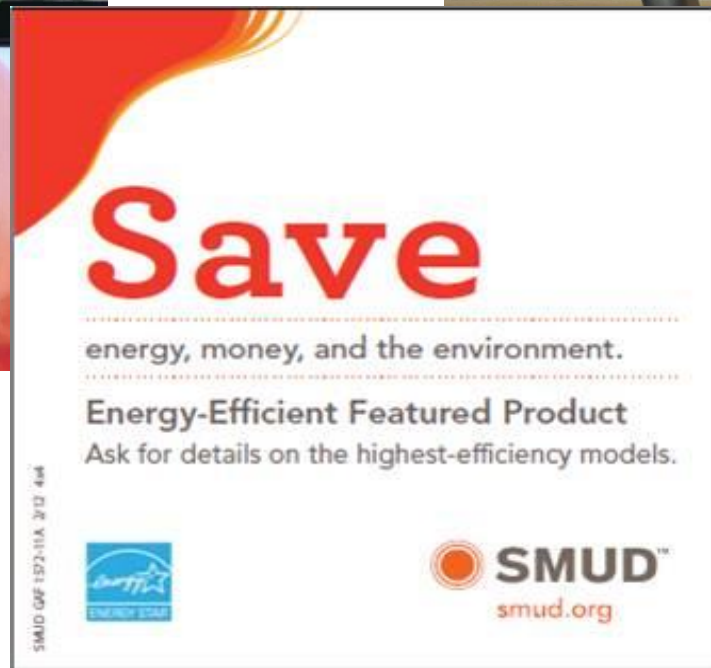


Market Successes: Promotions



- Utility and energy efficiency programs are highlighting Certified TVs in stores.

Examples from Efficiency Vermont, SMUD and National Grid:



Market Successes: Promotions (Continued)



- In-store educational videos are also being used to promote ENERGY STAR. This is a sample of what PG&E is currently showing in store.

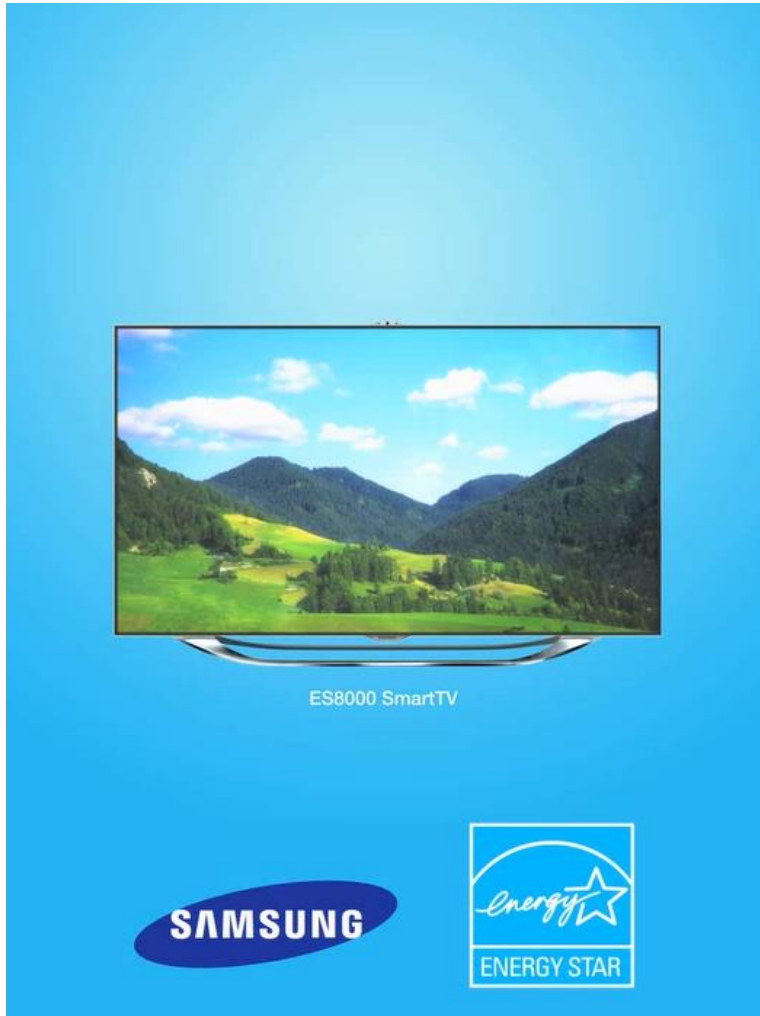
<http://www.youtube.com/watch?v=MhdEx8t3pal>

Marketing Successes: Promotions

- Sears and Panasonic collaborated on a “Green” End Cap
 - Features a Panasonic TV that earned the Most Efficient designation
 - Communicates how lowering energy use benefits the climate



Market Successes: Promotions (Continued)



Samsung highlighted ENERGY STAR Consumer Electronics in Times Square.

2014 Plans



- TVs and Displays
 - launching the Version 7.0 revisions in early 2014
- A/V
 - evaluate around Q3 of 2014
- SNE
 - Launch Version 2.0
- STB
 - Launch Version 5.0
- Battery Charging Systems
 - Will propose to sunset
 - Slates to be considered under computer specification
- Most Efficient 2014
 - Criteria finalized November 2013

Key Trends: smarter, more connected, more intuitive products

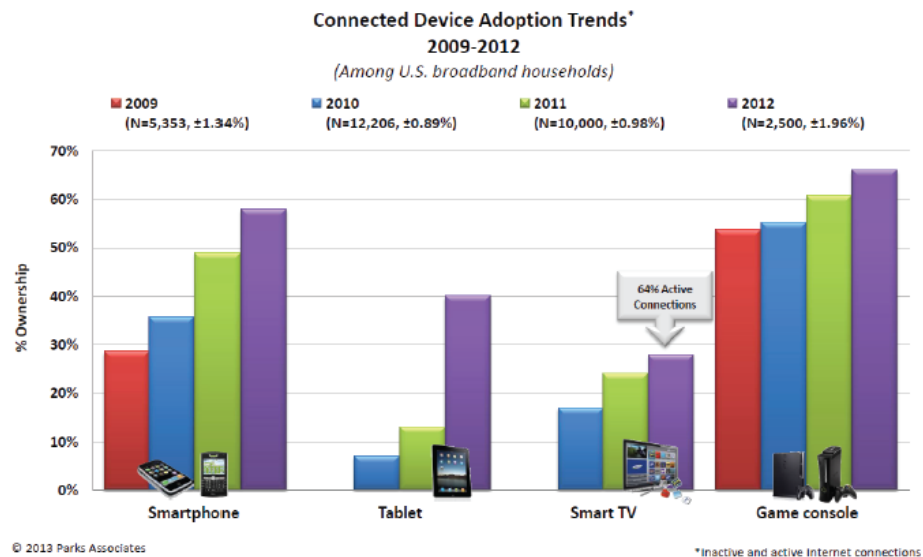


What's now:

- Network Connectivity:
 - Consumers value connection
 - Increase in connected devices within recent years
 - EPA's interest is to deliver connection in ENERGY STAR products with the lowest power budget possible.

Looking ahead:

- Human interfaces, such as gesture/motion sensors to drive interaction with the product
- Occupancy sensors



Our approach



Process for determining how to address new features and functionality in rapidly evolving products:

- What is the function of new features (i.e. network connectivity) in a product? What are the benefits/costs to efficiency?
 - If it enables wake, this makes sleep more user friendly.
- What is the impact on overall power consumption when features are enabled?
- How can features serve their function with the lowest energy budget?
- How can ENERGY STAR program incentivize the most energy efficient implementations?
- What similarities exist across product categories? What are the opportunities for technology transfer? Where do differences lie?

Marketing Opportunities



- Products
 - Continue to certify new products
- Social Media and Online
 - Utilize Holiday & other CE messaging
 - Podcasts
 - Highlight certified products
- In-store
 - Highlight certified products with POP
 - Increase stock of certified CE
- Other
 - Participate in the Campaign





Thank You!

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