



ENERGY STAR

Consumer Electronics Program Highlights

Una Song

U. S. Environmental Protection Agency

October 27, 2014



Consumer Electronics Track – October 27th

Hello, I'd Like to Buy a Sound Bar,
Understanding the CE Consumer

1:15 - 2:15 p.m.

Opportunities for Efficiency Gains in
Electronics

2:15 - 3:15 p.m.

Promoting ENERGY STAR Certified Consumer
Electronics - Success Stories

4:30 - 5:30 p.m.

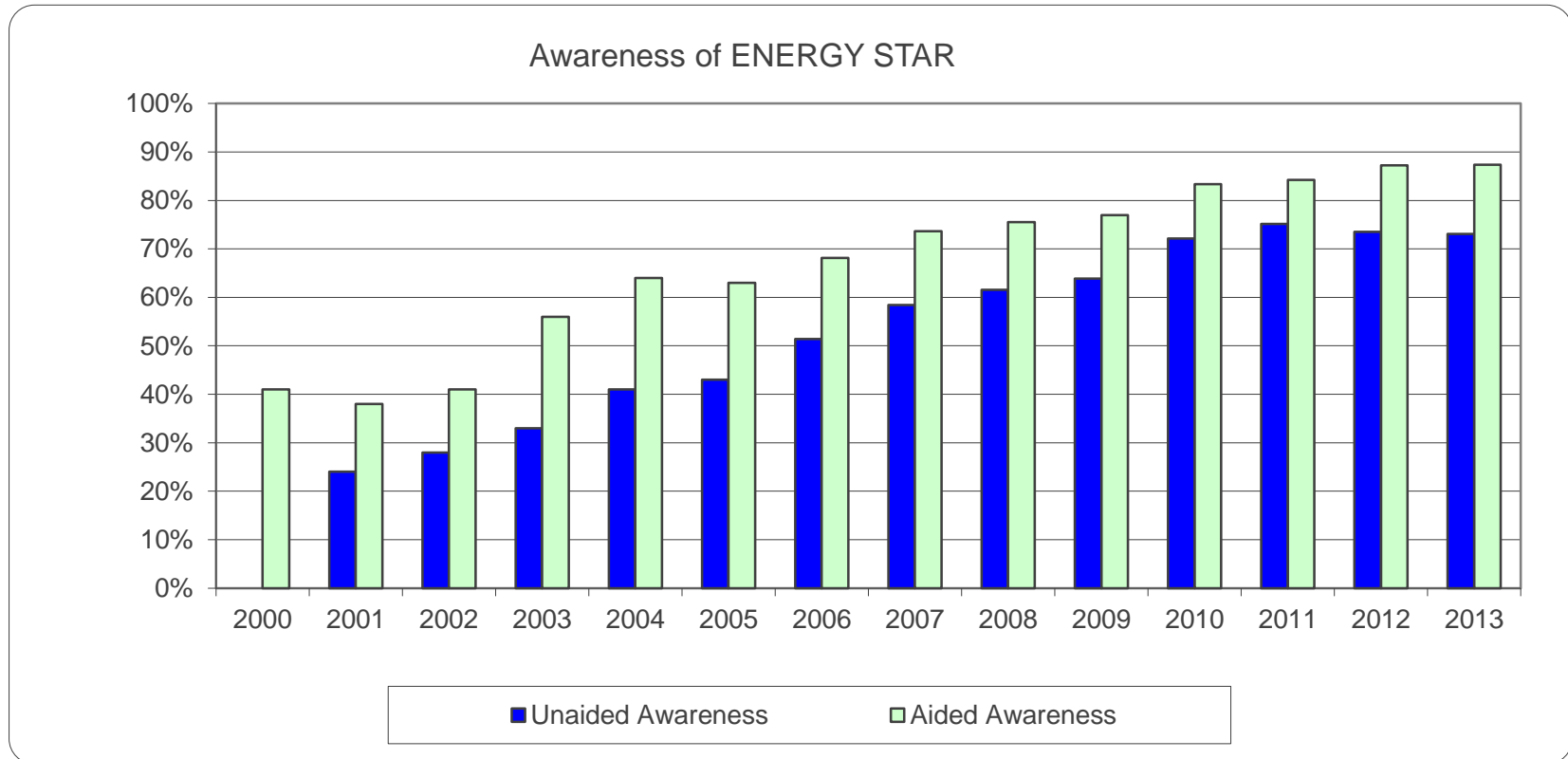
ENERGY STAR offers tremendous value in the Consumer Electronics and IT market

- Specifications are keeping pace with the rapidly evolving industry
- Marketing efforts are advancing compelling consumer messages through a range of media
- Brand continues to be a widely leveraged platform for marketing efficient electronics products





In 2013, about 85% of households recognized the ENERGY STAR label at the national level

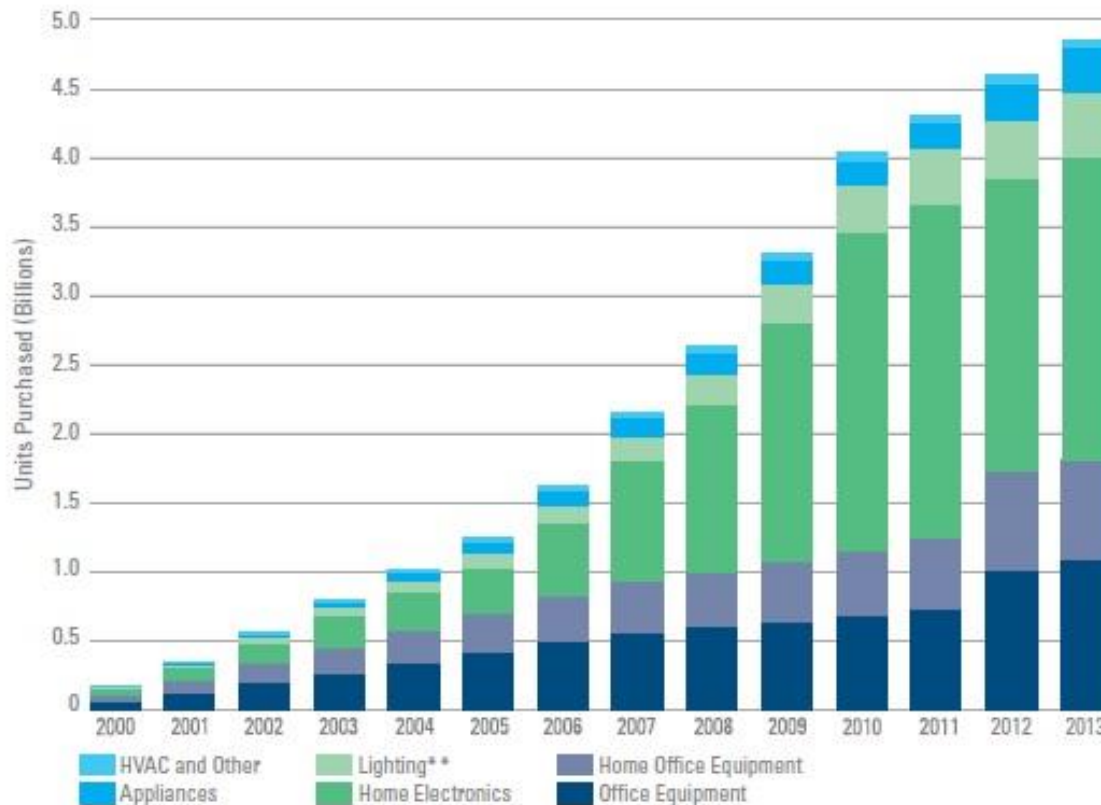


“National Awareness of ENERGY STAR for 2013”; EPA 2014 analysis of data from CEE survey



More Than 4.8 Billion ENERGY STAR Products Sold (Cumulative)*

Fig. 2. More than 4.8 Billion ENERGY STAR Certified Products Purchased Since the Program Began*



2.9 billion
Consumer Electronics
sold through 2013

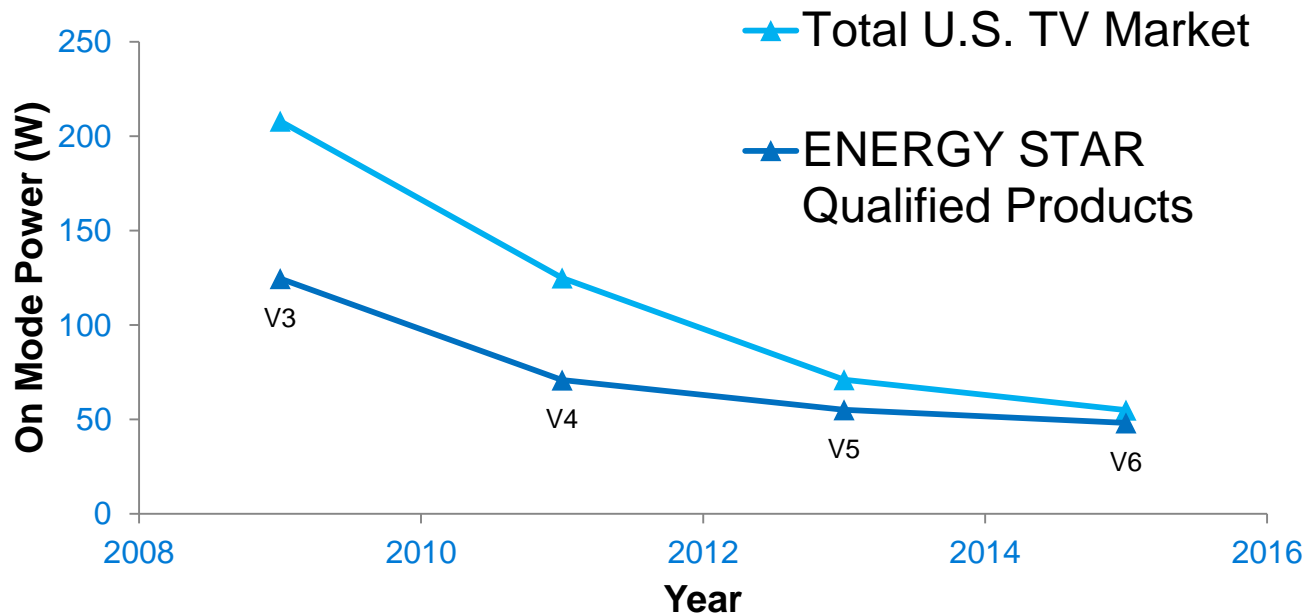
* Program began in 1992.

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



ENERGY STAR Effect on the Market

Changes in the TV Market & ENERGY STAR



Consumers Prefer ENERGY STAR

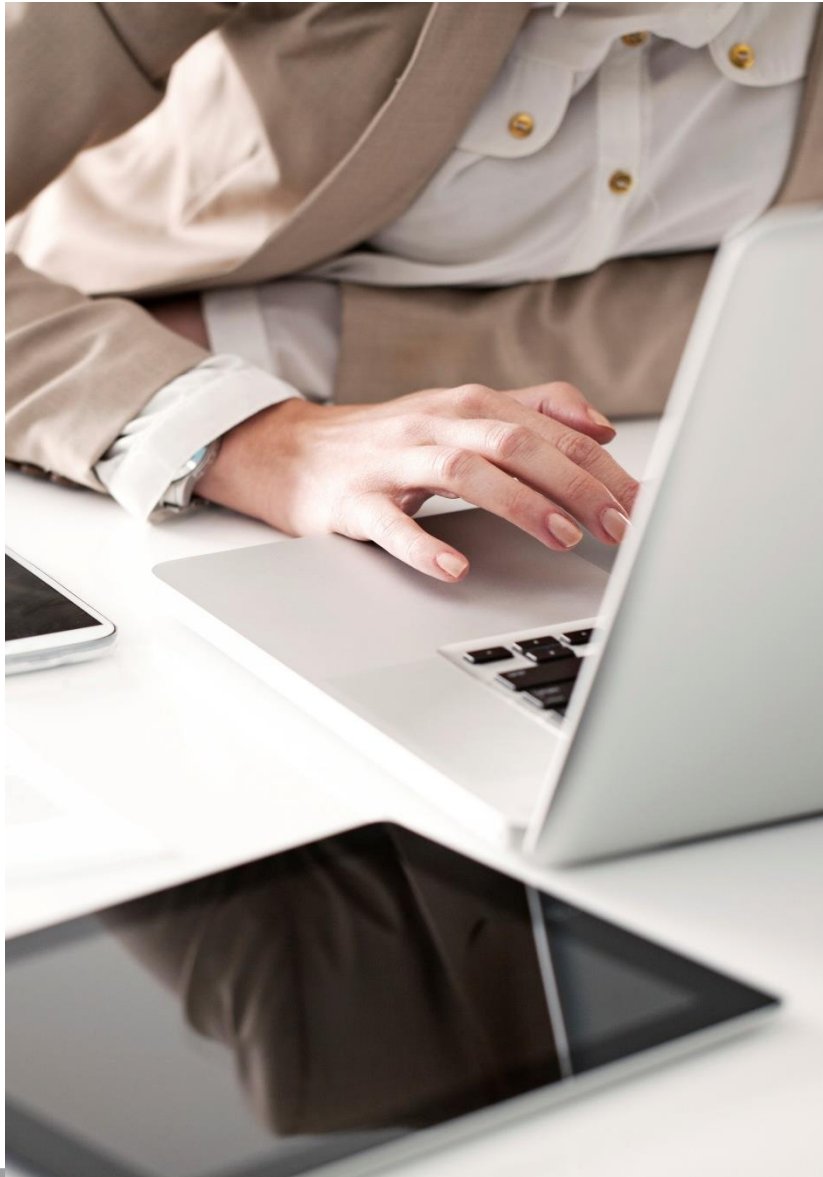
- Consumers, as they become more environmentally conscious, look for ENERGY STAR certified products
- About 70% of consumers are likely to recommend ENERGY STAR-certified products to a friend.
- 64% of adults look for energy-efficient electronics when shopping.





ENERGY STAR Products

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



Keeping Specifications Up-to-Date, Pursuing New Opportunities

- From 2010 through 2013, EPA introduced 43 revised or new specifications (**14 CE/IT**)
- In 2013 alone, EPA revised 11 specs and completed 4 new specs (**6 CE/IT**)
- The pace continues in 2014 with 17 revisions and 13 new products in progress (not all will be finished in 2014) (**7 CE/IT**)
- EPA is reviewing specs regularly to see if revision is warranted



Electronics Revisions Underway in 2014

- **Computers V 6.1:**
Scope expansion to tablets-Effective September 10
- **Displays V 7.0:**
Draft 1 November
- **Set-top Boxes V 4.0:**
Final, effective Dec 19
- **Televisions V 7.0:**
Final Draft End November
- **Battery Chargers:**
Sunset, effective Dec 31



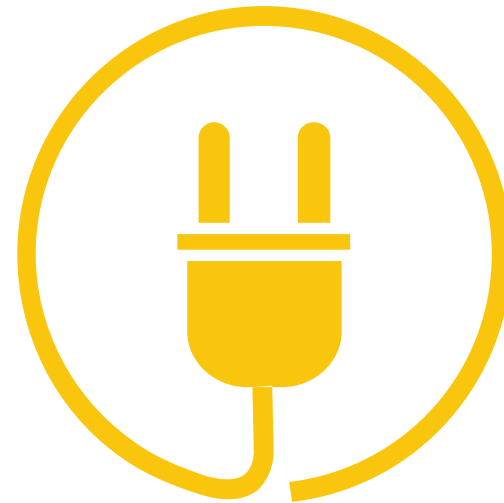


Upcoming CE Revisions 2015

- Wireless Chargers
- Imaging Equipment
- Audio/Video
 - Whole Home Audio scoped in 2014, planned inclusion
- Small Network Equipment
- Datacenter-related products
 - Evaluating servers, UPS, storage for revision

Cross-Cutting Product Themes

- Connected/Communicating: Products & Consumer Behavior (appliances, thermostats)
- Convergence (STB, SNE, media players)
- Efficient Low Power (EEE, proxzzzing)
- Systems Efficiency: Roadmapping





ENERGY STAR Most Efficient: Objective and Target Audience

- Objective: Highlight the highest efficiency products in ENERGY STAR product categories where further differentiation is possible
- Target Audience:
 - Likely to be high-income females, ages 30-50
 - Educated, health-conscious, active
 - Average HHI of \$100,000+
 - Likely to be members of Gen X
 - Purchasers of luxury goods
 - 68% of household purchases
 - More likely to have a vacation or second home
 - Take finances seriously
 - Very active online: Frequent users of social media & online searches



Product Certifications

- Certified Soundbars
- New Types of Products
 - Ultra High Definition TVs (UHD TVs)
 - Receivers
 - Wireless Speakers
- New Product Categories
 - Small Network Equipment
 - Tablets/Slates





Key Messages

- Savings from ENERGY STAR certified products can add up. A home equipped with TVs, a Blu Ray player, and a home theatre in a box products that have earned the ENERGY STAR can save more than \$200 over the products' lifetimes.
 - “Choose certified electronics for your household and save up to \$200 and more than 2,500 pounds of carbon dioxide over their lifetime.”
- ENERGY STAR certified CE products provide the same functionality as standard products, but use less energy, reducing their impact on the environment.
 - “ENERGY STAR certified electronics use less energy, which means dollar savings for you and a healthier climate for all.”
 - “ENERGY STAR certified CE products offer the latest in technology and design, but use less energy, reducing their impact on the environment.”
 - “Outfitting your home with ENERGY STAR certified products saves energy, money, and helps protect the environment.”

Holiday Messaging

- Creative Assets being leveraged by
 - Best Buy
 - Sears
 - LG
 - CEA
 - Samsung
- Social media and electronic postcards
- Holiday Twitter party scheduled for November 19th
- Twelve days of ENERGY STAR Consumer Electronics – scheduled from November 20th – December 1st
- Ask the Expert Video



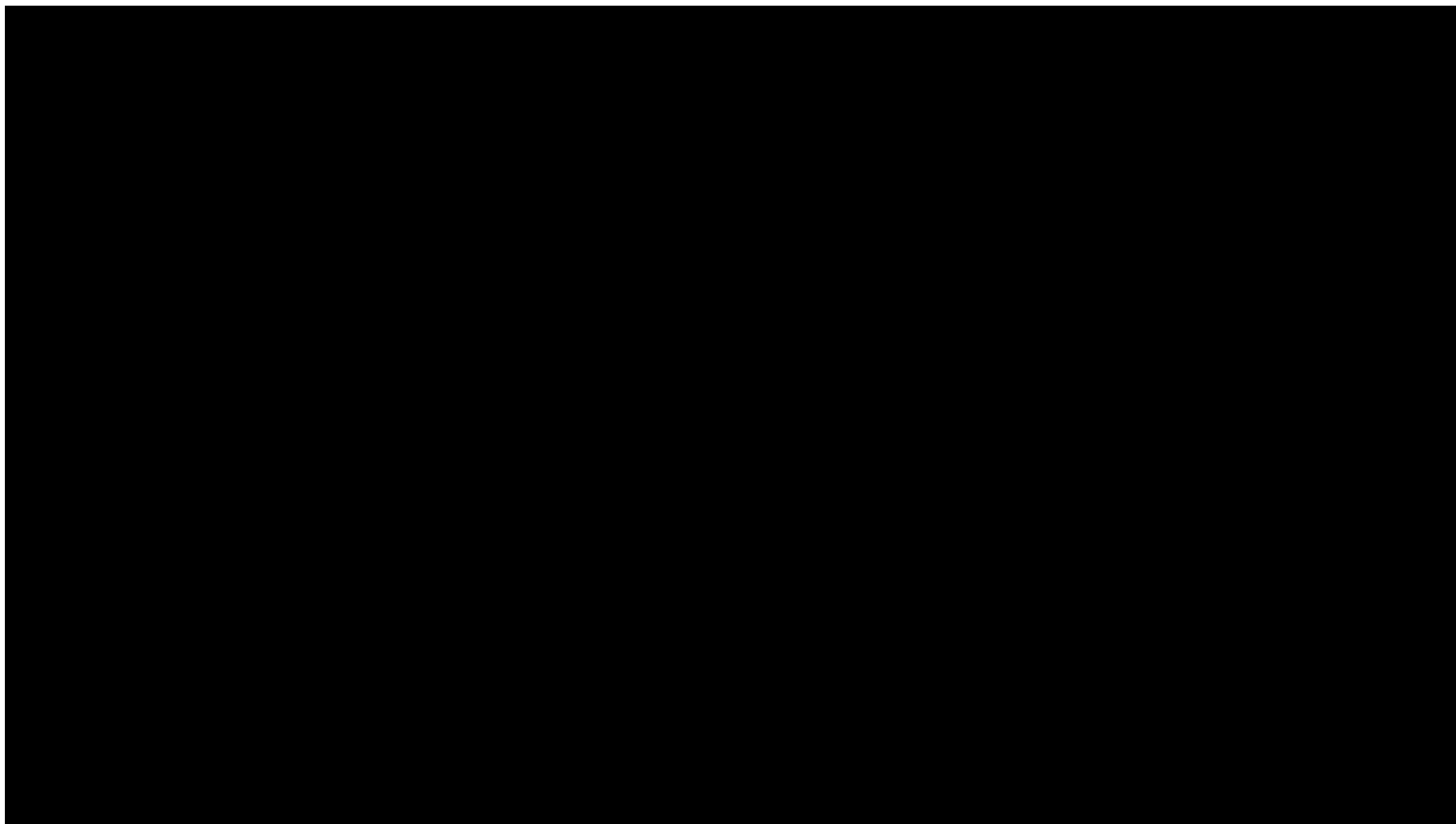
Social Media and Other Outlets

- Earth Day messaging
 - Twitter chat with CEA
- Father's Day Pinterest Board
- Streaming – Ask the Expert Video





Partner Promotions: Best Buy





Partner Promotions: Kmart/Sears & PG&E

Kmart
Offers valid
3/16 thru 3/29/14

SAVE ENERGY & MONEY
WITH THESE ELECTRONICS

ALWAYS LOOK FOR ENERGY STAR®
 WHEN SHOPPING FOR NEW HOME ELECTRONICS PRODUCTS
 Home electronics that earn the ENERGY STAR® use less energy
 and offer all the features and functionality as standard models.

\$299⁹⁹ Nakamichi®
 Nakamichi® 2.1-channel sound bar
 with Bluetooth®, 280 watts, 2.1 channel.
 Features 3D effect, Bluetooth. 6421318/NK11

members get
\$50 back in
points*
(50,000 points)

\$199⁹⁹ Nakamichi®
 Nakamichi 2.1 channel
 200 watt Bluetooth NK 5
 soundbar with wired subwoofer.
 2.1 channel, 200 watt, Bluetooth
 with wired subwoofer. 5943034/NK5

members get
\$15 back in
points*
(15,000 points)

\$79⁹⁹ **Panasonic®**
 Blu-ray Disc™ player.
 5794994/DMP-BD79
 Limited quantities, 1 per store. No rain checks.

members get
20,000 points*

save \$10
\$89⁹⁹
 reg. 99.99
**SALE Samsung® Blu-ray
 Disc™ player with built-in WiFi!**
 5334427BD-F5700ZA

\$39⁹⁹
 save \$5
\$39⁹⁹
**SALE Samsung upconvert
 DVD player.** 2076015/DVD-C500



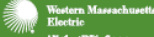
YouTube **NETFLIX** **PANDORA**

*See below for member details. By accepting Shop Your Way™ member benefits and offers, you agree to the Shop Your Way™ terms and conditions, available at www.shopyourway.com/terms.
 (1) Internet connection required. Not all services available in all areas. Subscription is required for some services.






Partner Promotions: EEPS

nationalgrid    Western Massachusetts Electric
HERE WITH YOU. HERE FOR YOU. A Northeast Utilities Company

SAVE MONEY. SAVE ENERGY.

ENERGY STAR® Most Efficient TVs offer, on average, 40% more energy savings compared to conventional products.




nationalgrid
HERE WITH YOU. HERE FOR YOU.

Save money. Save energy.

ENERGY STAR® Most Efficient TVs offer, on average, 40% more energy savings compared to non-ENERGY STAR® products.




 **DTE Energy**
Know Your Own Power™

**USE LESS.
SAVE MORE.**

ENERGY-EFFICIENT FEATURED PRODUCT

Ask for more information about models recognized as ENERGY STAR's Most Efficient 2014.





Partner Promotions: Vizio



VIZIO @VIZIO · May 7

VIZIO Co-Founder Ken Lowe exhibited our most efficient & @ENERGYSTAR certified products last week at @CEA's #CESOTH: wapo.st/1jgsvo1



↻ 100

★ 3



[View summary](#)



VIZIO retweeted



ENERGY STAR @ENERGYSTAR · Jun 19

Check out this review of @VIZIO 's M series TVs from @dkatzmaier & @CNET ! 5 in the series are ENERGY STAR certified. cnet.co/UoPi7X



↻ 47

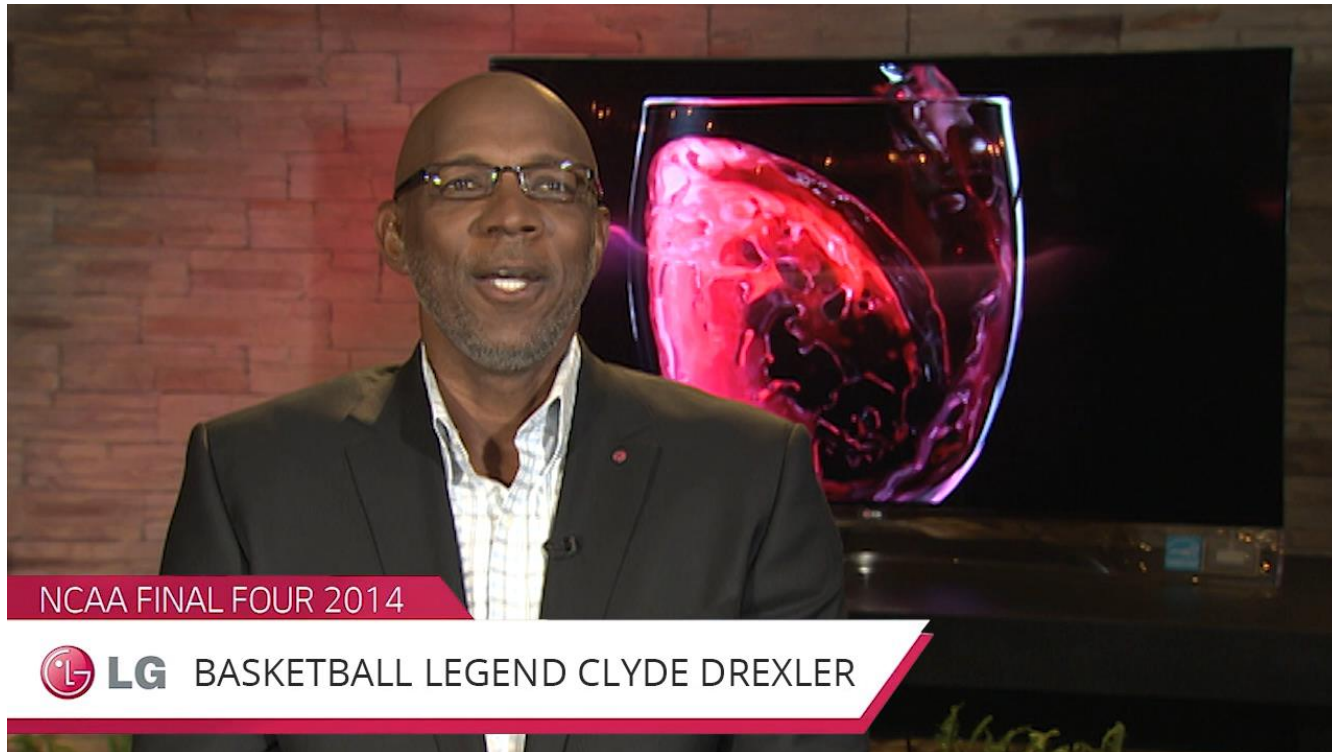
★ 5



[View photo](#)

Vizio incorporated ENERGY STAR Consumer Electronics into their social media

Partner Promotions: LG



LG featured ENERGY STAR in their Fan House at the NCAA Final Four “Bracket Town” Fan Experience. Basketball legend Clyde Drexler explains the benefits of ENERGY STAR to NCAA fans.



Partner Promotions: Samsung



Samsung highlighted ENERGY STAR Consumer Electronics in Times Square Ad that ran a full year

2015 Plans: Marketing

- Seasonal promotions
 - CE Holiday Messaging
 - Consumer Electronics Show
 - Super Bowl
 - Earth Day
- Mobile web pages





Thank You!

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