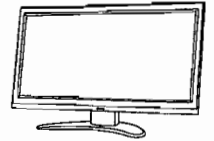




DOCKETS



Ms. Jackalyne Pfannenstiel  
Chairman and Presiding Member, Efficiency Committee

October 9, 2009

Mr. Arthur Rosenfeld  
Commissioner and Associate Member, Efficiency Committee

<b>DOCKET</b>	
<b>09-AAER-1C</b>	
DATE	<u>OCT 09 2009</u>
RECD.	<u>OCT 13 2009</u>

California Energy Commission  
Buildings and Appliance Office  
1516 Ninth Street, MS-25  
Sacramento CA 95814-5512

Subject: *Broader input from the LCD TV Association Environmental Subcommittee on Energy Efficiency in TVs*

Dear Ms. Pfannenstiel and Mr. Rosenfeld,

Below you will find a more recent "position statement" from the LCD TV Association (LCDTVA) on the CEC's efforts to reduce TV energy use in the future. Due to all of the past discussions our environmental subcommittee polled members for wider input in order that we might express the most up to date view of as large a cross section as possible. Our goal was not to comment on details or specifics of a regulation but to put forward statements of thought, support, and concern which also enhances our overall common goal of promoting more and better LCD TVs for the consumer and the entire industry.

**"Position Statement on California Energy Commission regulations on TV Energy use from the LCD TV Association (via the LCDTVA's Environmental Subcommittee)**

LCD TV Association = LCDTVA

- 1) LCDTVA recognizes that TV energy consumption is an important issue for both government policy makers and consumers.

- 2) LCDTVA is, in general, is supportive of the CEC strategy to reduce energy consumption in TVs.
- 3) LCDTVA observes that most LCD TVs achieve the Tier 1 energy usage levels today.
- 4) LCDTVA notes that the entire LCD industry is working on improving energy efficiency.
- 5) LCDTVA believes that LCD TVs can achieve the Tier 2 energy usage levels by May 2012 as the regulations specify, with current technology, without a substantial cost premium to the consumer.
- 6) The LCDTVA is concerned that the CEC approach, if not thoughtfully applied in cases with additional new features, could theoretically in some cases suppress innovative features in TVs which, because they add functions, may also add energy consumption to the TV. Some examples of these types of new features could include:
  - a. Internet connectivity
  - b. Teleconference capability
  - c. 3D TV
  - d. Gesture recognition, etc.

Although these features may add energy consumption to the TV, they could add compelling value to the consumer and the CEC should make appropriate exclusions and/or provisions to allow such products to reach the market (such as allowing any additional hardware besides the basic video function to be switched off during set up for energy related tests). With appropriate consideration and communication we believe this issue could be addressed since the test method and regulations would not cover the incremental energy use these features might consume if they are not activated during the test."

We thank you for this chance to comment on your diligent efforts in these matters.

With regards,



Bruce Berkoff, Chairman, LCD TV Association  
"A Great TV in *EVERY* Room"