

Docket Optical System - docket No. 09-AAER-1C

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Members of the California Energy Commission,

I would like to encourage you to continue pushing for energy efficiency and consumer awareness to keep California on the leading edge of technology, innovation, and environmental stewardship. While I do not want to unnecessarily impose mandates, I feel that implementing a minimum standard would be beneficial as it is appalling to see how much energy some LCD/Plasma TV's use. It is almost unwitting knowing that there are many consumers purchasing TV's expecting that they use less energy than their old CRT TV's which is not true in many cases.

Prior to implementing mandates for energy efficiency I believe that consumer awareness should come first as this may push consumers and the industry to move in the right direction. Prominent disclosures either at stores or on packages should be required. Many times I have found it hard to determine how much energy a product uses as it is only indicated in the electronic specifications at the end of a product manual (information not readily available or easily accessible when comparing products). Like major appliances are energy star rated and include disclosures on energy efficiency, I believe this would be useful for TV's and many other devices that also are not labeled.

I would like to see disclosures on energy usage to be just as convenient as nutrition facts on food products and I would like to see the Energy Star Label updated to reflect only the highest standards, or alternatively rated in Tiers to more accurately inform consumers. If anything, awareness will create savings beyond a single product purchase but can change habits.

Thanks,

Greg