

# DOCKET

09-AAER-1C

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October 21, 2009

Ms. Karen Douglas  
Chairman  
California Energy Commission  
1516 Ninth Street, MS 25  
Sacramento, CA 95814-5512

Subject: **Position of LCD TV manufacturers regarding the California Energy Commission's proposal [Docket # 09-AAER-1C]**

Dear Chairman Douglas:

As leading manufacturers of LCD (liquid crystal display) televisions, we are writing to clarify our views regarding the Energy Commission's proposal for energy use limits on televisions sold in California. We believe this clarification is necessary in light of the Energy Commission's frequent references to "support" from the LCD TV Association. These references do not accurately reflect our views on this issue.

We are strong supporters of energy efficiency and are committed to continuing the success we have achieved with energy efficient televisions as a result of technological innovation and existing voluntary government programs such as ENERGY STAR.

In addition, we support the policies and programs that the Consumer Electronics Association has identified as viable alternatives to the Energy Commission's proposal for government-imposed limits on TV energy use. We believe these industry-supported alternatives would save a significant amount of energy and help meet California's overall emissions reduction goals.

We strongly oppose the Energy Commission's proposal for mandatory limits on energy use in TVs.

The Energy Commission's proposal for mandated limits is a threat to future innovation in LCD-based television technology as well as other current and future display technologies and product features. Collectively, we have invested years of research and significant resources to arrive where we are today.

Again, we strongly support energy efficiency, and we share the goal of providing consumers with TV products that are both innovative and environmentally sustainable. The success of our efforts to date, and the alternatives put forward by the CEA, demonstrate that we can achieve those goals without impeding product development and innovation.

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We urge you to reject this measure and instead focus on one or more of the alternatives presented by CEA, all of which we support.

Sincerely,

Karl Bearnarth  
Senior Vice President, Marketing  
JVC U.S.A.

Tim Brison  
Senior Vice President, Service Platform  
Sony Electronics Inc.

Gregg Chason  
Vice President, Government and Industry Affairs  
P & F USA, Inc.

Peter M. Fannon  
Vice President, Corporate & Government Affairs  
Panasonic Corporation of North America

Joe Keeton  
Vice President  
Sanyo Manufacturing Corp.

Mr. Atsushi Murasawa  
President and CEO  
Toshiba America Consumer Products, L.L.C.

Bob Scaglione  
Senior Vice President of Marketing  
Sharp Electronics Marketing Company of America

John I. Taylor  
Vice President, Public Affairs and Communications  
LG Electronics USA, Inc.

cc: Ms. Julia Levin, Commissioner  
Mr. Arthur Rosenfeld, Commissioner  
Mr. Dan Pellissier, Office of the Governor