

**Docket Optical System - Docket # 09-AAER-1C**

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**From:** "Leon SooHoo" <leon@paradyme.com>  
**To:** <Docket@energy.state.ca.us>  
**Date:** 10/30/2009 6:22 PM  
**Subject:** Docket # 09-AAER-1C

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RE: Proposal to Regulate Television Electricity Usage (Docket # 09-AAER-1C)

To Whom It May Concern:

As a stakeholder in the consumer electronics industry, thank you for allowing Paradyme Sound & Vision the opportunity to comment on the California Energy Commission's (CEC's) proposal to regulate television energy usage.

For over 33 years, we have operated our two stores in the Sacramento area employing 34 people. We turn dreams into reality from designing and installing a complete Home Theater System to implementing full home automation.

Our niche in this fast and competitive business has helped families enjoy their home entertainment and control systems. We pride ourselves on affordable and competitive pricing.

The CEC's TV regulations would devastate our business.

This blow to our business is unnecessary, as we already encourage energy efficiency through the products we offer. We sell many products that are certified through the ENERGY STAR program and we constantly help customers conserve energy with our systems including lighting control as we integrate and install in the customers home.

The CEC regulation will result in a loss of jobs, as businesses like mine downsize or close our doors. Rejecting this energy regulation would safeguard my employees from adding to California's over 12 percent unemployment.

Regulating simply to regulate as the CEC thinks they must do is just not a good California business policy. Innovation and competition are always better options than unnecessary regulation.

Before implementing these regulations, I respectfully encourage you and your staff to fully understand the impacts this mandate would have on California-based electronic specialty retailers and the residential electronic systems industry.

We are eager and willing to work with the state of California to find new ways to achieve energy efficiency - without hindering California businesses.

Sincerely,

Leon SooHoo, President and CEO  
 Paradyme Sound & Vision  
 Sacramento, CA

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