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To: <Docket@energy.state.ca.us>
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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:

AV Partners is a manufacturer's representative firm focused on high-end custom-installed home theater products. We are a small company with only four employees, and we have been in business since 2003. We service the top electronics systems contractors in southern California, and are an active participant in Custom Electronic Design & Installation Association (CEDIA) and the Consumer Electronics Association (CEA).

The CEC's proposal to regulate television electricity usage would negatively impact AV Partners. Although we currently do not represent any manufacturers of large flat-panel TVs, all of our customers would be adversely affected by the proposed regulations.

In addition, new technologies such as LED are already improving the energy efficiency of large, flat panel televisions. These technologies are developing quickly, meaning the CEC regulation would most likely be obsolete by the time it takes effect. Based on this knowledge, the CEC's push for television electricity regulations at this time is unnecessary - especially since it is estimated to cost California \$50 million a year in lost tax revenues and destroy thousands of jobs.

I would like to make it clear that I am all for energy conservation, but these proposed regulations are misguided. The consumers who purchase large-screen TVs often do so as an alternative to projection TVs, which use up even more energy. Trying to put limitations on the purchasing of big-screen TVs is harmful and absurd, as it will either drive consumers to out-of-state vendors or to other less energy efficient products.

Respectfully submitted,

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