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# California DTV Acceleration Program

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# CA DTV Acceleration Program

- Meet California carbon emissions reduction goals and targets without negatively impacting retail and independent businesses, state tax revenue, consumers, innovation and inter-state commerce

# Background

- Rockbridge Survey (June 2008) confirmed 32"-36" tube and 40-52" RPTV being replaced by 40"-52" flat panel
- Web site for ENERGY STAR V. 3.0 indicates a substantial improvement in energy consumption for 2008 vs. 2007 models:

# Background, cont'd

- 40"/42" category: 53 2008 flat panel models under 200w (most under 175w) with the average of 153w
- Replacing old tube with new energy efficient flat panel:

## EXAMPLES:

Sony 36XBR400, 245w; ProScan PS36800HR, 295w; RCA F38310, 360w; Sony KV 36XBR2, 330w; KV 36XBR450, 245w; KV34XBR970, 240w; KV36HS510, 280w.

- Replacing installed base of 36" tube with 40'/42' flat panels 2008 models achieves a 38% reduction in energy use

# Strategy

- Replace old tube TV and RPTV technology ASAP with new, energy efficient flat panel and recycle old technology

# Execution: October 1, 2009

- Offer consumers an “energy efficient” state tax credit/deduction for the replacement of the old technology;
- Offer consumers a \$20-\$50 rebate/credit on the next electric bill;
- Offer retailers, installers, and other distributions avenues incentive to promote plan and accelerated execution of program.

# Benefits

- Acceleration of emissions reduction goals and targets
- Stimulate sales and business for all channels of distribution and related accessories
  - Improves profitability, enhances value, and grows economy
  - Creates a healthy business climate in state
  - Improves state tax revenue
  - Keeps business and sales in the State of California
  - Protects and keeps jobs in state
  - Accelerates digital transition in state
- Removes old, big energy-consuming technology from homes

# Outcome

- Win... for consumers
- Win... for the state
- Win... for California emissions reduction goals
- Win... for retailers, installers and distributors
- Win... for CE manufacturers
- Win... for utilities