



39 Tesla
Irvine, CA 92618

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December 15, 2008.

California Energy Commission

Dear Sir or Madam:

I am writing to you on behalf of VIZIO, Inc., one of the three leading brands of Flat Panel HDTV sold in the USA who offer products using both LCD and Plasma technologies. We have sold around 10% of the total volume in USA for this year and we have a company goal to be a leader in the reduction of the environmental impact of our products.

We have reviewed Title 20 efficiency levels proposed by the CEC for TVs, support the standard and we are in a position to comply with proposed effective dates but would also support earlier implementations.

We have several LCD models in the market today that meet the Tier 2 standard, some four years before the proposed effective date of the standard. These models are using the latest technology and features and scan a range of screen sizes. For our Plasma TVs, although it is difficult for them to meet the standard today, there are significant efficiency achievements on the near horizon that could enable them to meet the Tier 2 requirements in the next couple of years.

The incremental costs involved in achieving the greater energy efficiency are tempered by the unrelenting innovation in technology. We have just introduced a new 32in class LCD TV that uses significantly less power by a combination of reducing the number of CCFL Backlights and adding improved light filtering to maintain the same light output. This results in a net cost increase of a few tens of dollars.

We are committed to improving energy efficiency and if you require further information or help from us please contact me and I will do everything I can to help.

Sincerely,

Mr. Kenneth R. Lowe, P. Eng., C. Eng., MIET
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