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January 19, 2009

Mr. Arthur H. Rosenfeld
Chairman and Presiding Member, Efficiency Committee
CALIFORNIA ENERGY COMMISSION
1516 Ninth Street
Sacramento, CA 95814

Re: Docket No. 07-AAER-3C
2008 Rulemaking Proceeding on Appliance Efficiency Regulations

Dear Mr. Rosenfeld:

Thank you for the opportunity to allow members of the California retail community to comment on the California Energy Commission's (CEC) 2008 Rulemaking Proceeding on Appliance Efficiency Regulations, specifically *Draft Efficiency Standards for Televisions* report.

The California Energy Commission proposal imposing mandatory regulations and controls on the power usage of all televisions sold in California would have a significant impact on the high-performance televisions sold and installed in the residential electronic systems industry.

<u>The mandate will impact our business in the following ways:</u>

- Limits California consumers' choices for large screen televisions best suited to home theater environments
- Hurts small, independent electronic specialty retailers by restricting television model diversity in California stores and installations
- Renders 25% of television sets currently selling in California as non-compliant, leading to higher costs and lost sales.
- Undermines the Environmental Protection Agency's nationally recognized and widely accepted ENERGY STAR program in California and nationwide.

Placing regulations on televisions threatens California consumers and CEDIA members by limiting their choice of large-screen television best suited to home theater environments.

The large, high-performance television is often the entry point for consumers into the electronic systems market, and electronic systems contractors work with customers to suggest complementary products and services and integrate these televisions throughout the home with supporting systems.

Without a mandate, electronic systems contractors are working daily to meet customers' desire for their homes to become more energy-efficient. Some of these energy-efficient services electronic systems contractors offer are lighting control, occupancy and motion sensors, automated window treatments, HVAC control and energy management.

Electronic systems contractors and manufacturers continue to work toward energy efficiency solutions, but the California Energy Commission's staff proposal limits consumer choice and undermines the national ENERGY STAR program.

CEDIA is and will continue to work with members through CEDIA's Green Task Force and Technology Council to help research processes and procedures to develop energy efficient products for tech-savvy consumers

Sincerely,

Richard C. Green

President and CEO
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CEDIA Secretary
CEDIA Board of Directors
CEDIA Technology Council Chair