

Docket Optical System - Fwd: RE: Request for Information and Data related to Televisions

From: Harinder Singh
To: Docket Optical System
Date: 1/20/2009 10:14 AM
Subject: Fwd: RE: Request for Information and Data related to Televisions

Hello,

Please Docket this comment letter.
Docket #07-AAER-3C

Thanks

Harinder

DOCKET	
07-AAER-3	
DATE	JAN 19 2009
RECD.	JAN 20 2009

>>> "Halme, Steven" <Steven.Halme@am.sony.com> 1/19/2009 3:33 PM >>>

Harinder,

For Sony Electronics Inc, I provide the following answers to your questions of Dec 23rd:

1. What features are not or will not be available in energy efficient televisions, as measured by the IEC 62087 Test procedure that independent retailers/installers require to be successful?

We would withhold no features to meet the proposed Tier 1 requirements. Setting of the ambient light sensor (if applicable) is the method we are employing. As a result, the customer's power consumption will change depending on the lighting environment.

2. What are the specific features of the high-end TVs that distinguish them from other similar sized TVs?

For high-end vs. other models: panel rate (120Hz vs. 240Hz), panel type (HD vs. VGA), panel technology (LED vs. other), server connectivity (IPTV), program guide, dynamic contrast, audio system. Additionally, networking features will be added in the future.

3. What is the market share for these high-end TVs?

Significant share: No specific answer will be given due to its confidential nature.

4. What are the specific reasons why manufactures cannot provide high-end TVs that also utilize energy efficient technologies that have been showcased by the typically "high-end" brands such as Samsung, Panasonic, and Sony during the past year?

Manufacturers can provide high end TVs that are energy efficient to a certain degree. However, some newer technologies to further reduce the power consumption might not yet available, are too costly to implement or are not available in sufficient quantities.

5. If the technology doesn't exist to reach the Tier 2 level for high end TVs, what is the estimated additional power needed to deliver the "extra" performance feature unique to these TVs?

This is difficult to quantify since every feature will have a different power requirement. However, the major

factor is the particular backlight technology. If backlight technologies can be improved then Tier 2 will be easier to meet. Some panel manufacturers claim new technologies are available, but the reality is that they are not yet readily available.

6. What models are currently being sold in the high end market, and how much energy do they consume?

Please refer to the Energy Star website. All current models are listed and the power consumption is reported. Sony televisions will also be included in the next list of the Consortium for Energy Efficiency (CEE).

7. Please provide the typical product life cycle of a specific TV model available in the current market (e.g., 9 months to 1.5 years). In other words, on average how long is a particular model number available on the market?

The typical production life of a particular model can range between 9 to 18 months. Some stock at retailers might still be available six months after production ceases.

Regards,
Steven Halme
Product Compliance Senior Manager
North American Region - Product Compliance
Sony Electronics Inc.

From: Harinder Singh [mailto:HSingh@energy.state.ca.us]

Sent: Tuesday, December 23, 2008 10:12 AM

To: jthorneamann@aceee.org; mlittle@agouratech.com; adam@agp-llc.com; Maciel, David; Baronas, Jean; Halme, Steven; FrontRowCn@aol.com; warowe@aol.com; Bob.smith@avad.com; gary.hamer@bchydro.bc.ca; kjo80405@bigpond.net.au; dstrasse@broadcom.com; bmarkwalter@ce.org; djohnson@ce.org; pbrugge@ce.org; Mike.Hopkins@csa.ca; lirainer@davisenergy.com; john.card@echostar.com; ccalwell@ecosconsulting.com; PaulBendt@ecosconsulting.com; sfoster@ecosconsulting.com; BMargolis@eia.org; tedpope@energy-solution.com; alexc@energy-solutions.com; ed.grzesik@energy.gov.on.ca; Paul@EnergyConsult.com.au; fanara.andrew@epa.gov; osdoba.katharine@epa.gov; greg.davies@eu.panasonic.com; sfosterporter@gmail.com; bill.olinger@hp.com; david.isaacs@hp.com; ivan.velasquez@hp.com; MPolad@ICFCConsulting.com; erector@icfi.com; mpolad@icfi.com; rclark@icfi.com; larryweber@ieee.org; Bob.Harrison@intertek.com; billk@its.bldrdoc.gov; DSlack@iwatt.com; kumamoto.shigemi@jp.panasonic.com; DKline@JVC.com; cawebber@lbl.gov; j_lin@lbl.gov; bruce@lcdtvassociation.org; kmhoffman1@mmm.com; slhaack@mmm.com; gary.fernstrom; Hantz.Prosp@nrcan.gc.ca; kdelves@nrcan.gc.ca; npeloqui@nrcan.gc.ca; rgupta@nrcan.gc.ca; nhorowitz@nrdc.org; patkin@nrdc.org; rmlaska@ntia.doc.gov; pdb@nyserda.org; ken.dale@pace.co.uk; leon@paradyme.com; kjones@pavcau.panasonic.com.au; GBF1@pge.com; SXBQ@pge.com; XXL1@pge.com; martin.freeman@philips.com; steve.kaiser@philips.com; Adam.goldberg@pioneer-usa.com; adam.goldberg@pioneer.usa.com; uchidoi@post.pioneer.co.jp; Richard.Fassler@powerint.com; pmschwartz@sbcglobal.net; Devin.Rauss@sce.com; Edwin.Hornquist@sce.com; jose.salazar@sce.com; Ramin.Faramarzi@sce.com; Randall.Higa@sce.com; Scott.Mitchell@sce.com; jahmed@semprautilities.com; LDelaura@semprautilities.com; jonf@sharpplabs.com; WMYRICK@sharpsec.com; janis.erickson@smud.org; Mandy-kl_teo@speedy-tech.om.sg; cstephens@spiritone.com; charles.m.stephens@state.or.us; clare.hobby@tco.se; shuji.hirakawa@toshiba.co.jp; bschindler@us.panasonic.com; kaimor@us.panasonic.com; nakaharat@us.panasonic.com; sharpm@us.panasonic.com; dkumar@warren-news.com; robert.harrison@which.net

Cc: Betty Chrisman; Bill Pennington; Dennis Beck; David Hungerford; Ivin Rhyne; Jonathan Bles; Ken Rider; Michael Martin; Melinda Merritt; Peter Strait; Tim Tutt; William Staack; Yvonne Bond

Subject: Request for Information and Data related to Televisions

Hello,

I am the Program Engineer with the California Energy Commission's Appliance Efficiency Program. I am contacting you to inform you that Appliance Efficiency Program staff is seeking information from television stakeholders by January 19, 2009. The information and data received will be used to perform a comprehensive energy consumption analysis and to make an energy efficiency standards recommendation to the Energy Commission's Efficiency Committee.

During the December 15, 2008 Efficiency Committee workshop independent retailers stated that they will lose a percentage of sales in the future once the standard is effective because they will not have an appropriate selection of products to offer. Staff poses the following questions to stakeholders related to comments made during the workshop:

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2. What are the specific features of the high-end TVs that distinguish them from other similar sized TVs?
3. What is the market share for these high-end TVs?
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5. If the technology doesn't exist to reach the Tier 2 level for high end TVs, what is the estimated additional power needed to deliver the "extra" performance feature unique to these TVs?
6. What models are currently being sold in the high end market, and how much energy do they consume?
7. Please provide the typical product life cycle of a specific TV model available in the current market (e.g., 9 months to 1.5 years). In other words, on average how long is a particular model number available on the market?

If you have any questions, please contact me.

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