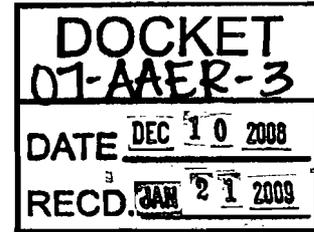


dockets

**PLASMA DISPLAY COALITION, INC.**

382 LAWRENCE CT.  
WYCKOFF, NEW JERSEY 07481  
201 970-2222  
jimpalumbo@verizon.net

JAMES M. PALUMBO  
PRESIDENT



December 10, 2008

✓ Ms. Jackalyne Pfannenstiel  
Chairman and Presiding Member, Efficiency Committee

Mr. Arthur Rosenfeld  
Commissioner and Associate Member, Efficiency Committee

California Energy Commission  
Buildings and Appliance Office  
1516 Ninth Avenue, MS-25  
Sacramento, CA 96814-5512

SUBJECT: 2008 ~~Appliance Efficiency Rulemaking~~ Draft Efficiency Standards for Televisions,  
Phase I, Part C, Docket #07-AAER-03-C

Dear Ms. Pfannenstiel and Mr. Rosenfeld:

As the President of the Plasma Display Coalition, which represents the largest manufacturers of Plasma HDTV products, I'm writing to correct a comment that appears on page 13 of the Staff Draft Report on the Rulemaking that the California Energy Commission will consider on Monday.

The Staff Draft Report cites an article from Internet news site TG Daily which inappropriately attributes comments to me regarding future energy use plans for plasma displays. While I did speak at the DisplaySearch conference in Los Angeles in September, you can see on the presentation slides that are enclosed with this letter that I did not – and in fact cannot – address what manufacturers might be able to achieve in four years.

Recalling the comments that the Plasma Display Coalition filed with the CEC in October, we want to re-affirm that neither our Coalition nor our members can definitively state the power consumption of future models. While strides have been made to improve plasma panel efficiency, such claims as made by the author of the TG Daily article – and wrongly attributed to me – cannot be substantiated.

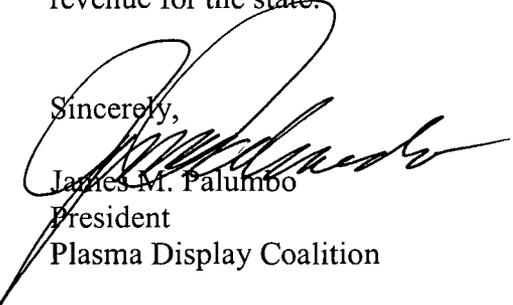
What I did offer during the presentation was the benefit of perspective. Today's Plasma HDTV televisions are operating with half the power of the very first Plasma TV products that were

introduced ten years ago. Perhaps the author of the article mixed this fact with the claim that he reported, or some other prediction from someone else at the event who spoke on TV energy.

As with the stock market, I must caution that past performance is not an indication of future results. Our members, and the entire TV industry, have worked hard to voluntarily make significant energy consumption improvements, and it's true that consumers can now find 2008 Plasma HDTV models that are 15% to 20% more efficient than previous products.

We look forward to working with you to find a way to improve energy efficiency for California without negatively impacting independent businesses, affecting choice for consumers or sales tax revenue for the state.

Sincerely,



James M. Palumbo

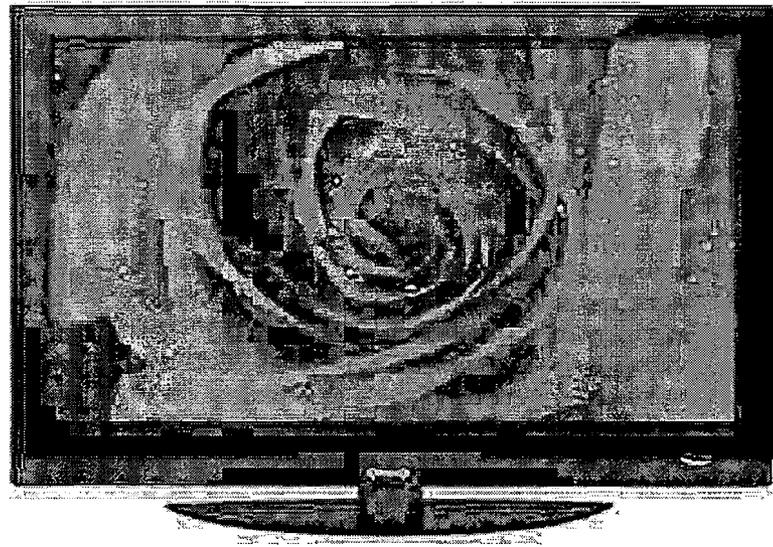
President

Plasma Display Coalition

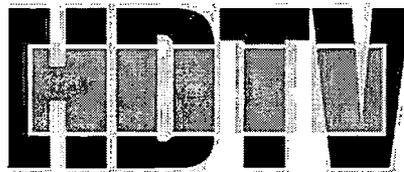
Attachments: DisplaySearch presentation

# Jim Palumbo

*President Plasma Display Coalition*



DISPLAYSEARCH



CONFERENCE 2008

**6<sup>th</sup> Annual DisplaySearch HDTV Conference**

**September 15-17, 2008**

**Renaissance Hollywood Hotel**

**Los Angeles, California**



[www.plasmadisplaycoalition.org](http://www.plasmadisplaycoalition.org)



# Simply the Best Picture

## PLASMA DISPLAY COALITION

HITACHI  LG Panasonic *Pioneer*

- \$15+ Billion Commitment in Manufacturing, Research & Development, Marketing of Plasma HDTV
- Leading the Industry in Eco-Conscious Initiatives



# Plasma Display Coalition Mission



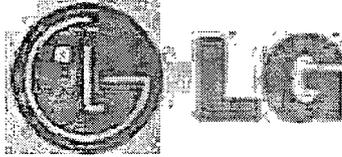
- Promote growth of Plasma HDTV
- Educate on the advantages and benefits of Plasma HDTV
- Highlight "GREEN" Initiatives

# GREEN Initiatives

## HITACHI

- Super Eco-Factories Certification for Energy Efficiency, Recycling, VOC Reductions, Renewable Energy Use
- Per-Panel Energy Efficiency Increased by 10%
- Display Panel Thickness Reduced by Nearly 30%, Conserving Resources
- Target Power Consumption of Panels Cut by 50% by 2012

# GREEN Initiatives



- **Recycling Program** offers free recycling for LG, Zenith, and Goldstar products at 160 locations nationwide
- LG 1080p HDTV Sets Now Include **Intelligent Sensor Technology**, Optimizing Image Quality, Brightness and Color and Enabling Up To **56% Power Savings**

# GREEN Initiatives

## **Pioneer**

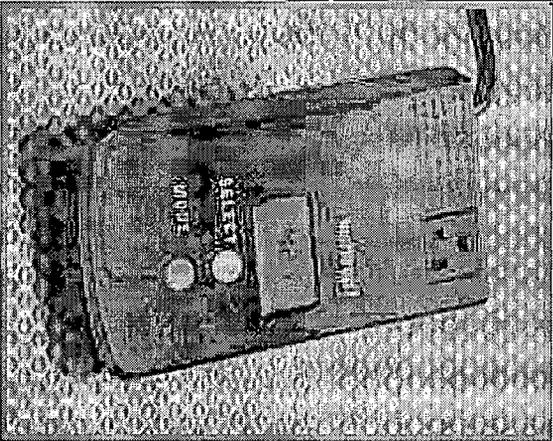
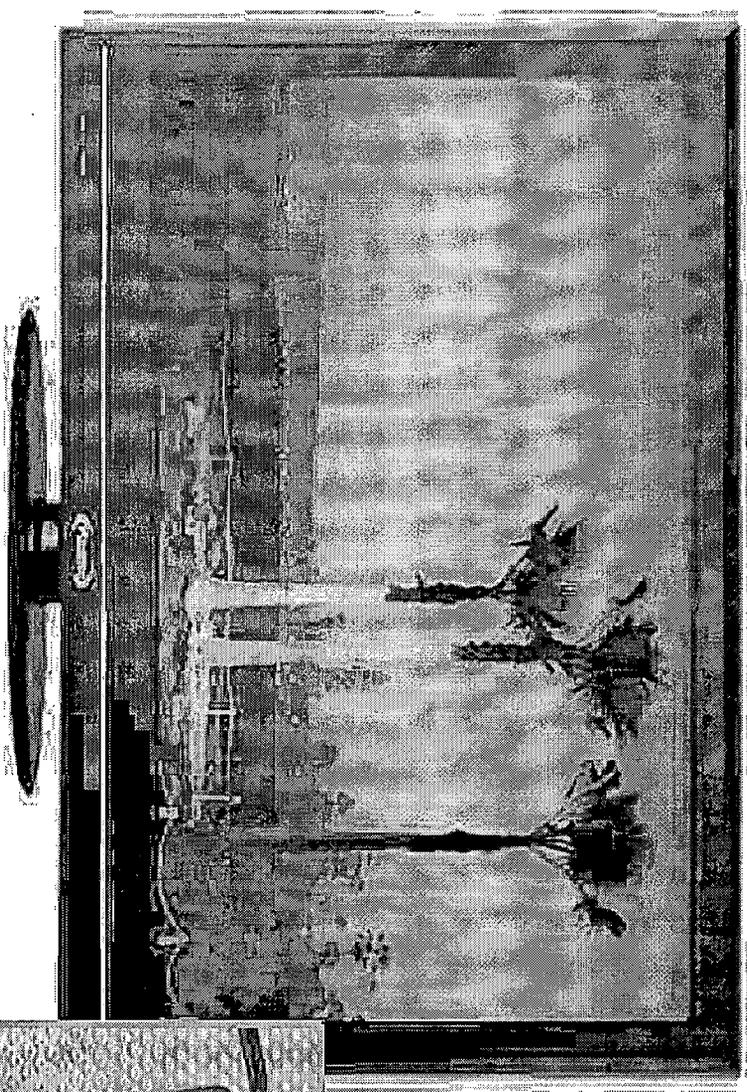
- Engineered **40% On-Mode Power Reductions** from 1<sup>st</sup> Generation to 9<sup>th</sup> Generation Plasma Panels
- **Standby Power Consumption Drops to 0.3 Watts** (2008 Models)
- 2008 KURO Panels are **ENERGY STAR 3.0 Compliant**

# GREEN Initiatives

## **Panasonic.**

- *Eco Ideas Strategy* Implemented Companywide
- Reducing CO<sub>2</sub> Emissions by 300,000 tons by fiscal 2010
- Lead-Free Plasma Panels
- Significant Improvements in Energy Efficiency Across Breadth of Plasma Line
- Formed Electronics Manufacturers Recycling Management Company to Manage State-by-State Recycling

# "Entertainment Efficient" Plasma HDTV



For more information, visit [www.displaysearch.com](http://www.displaysearch.com)

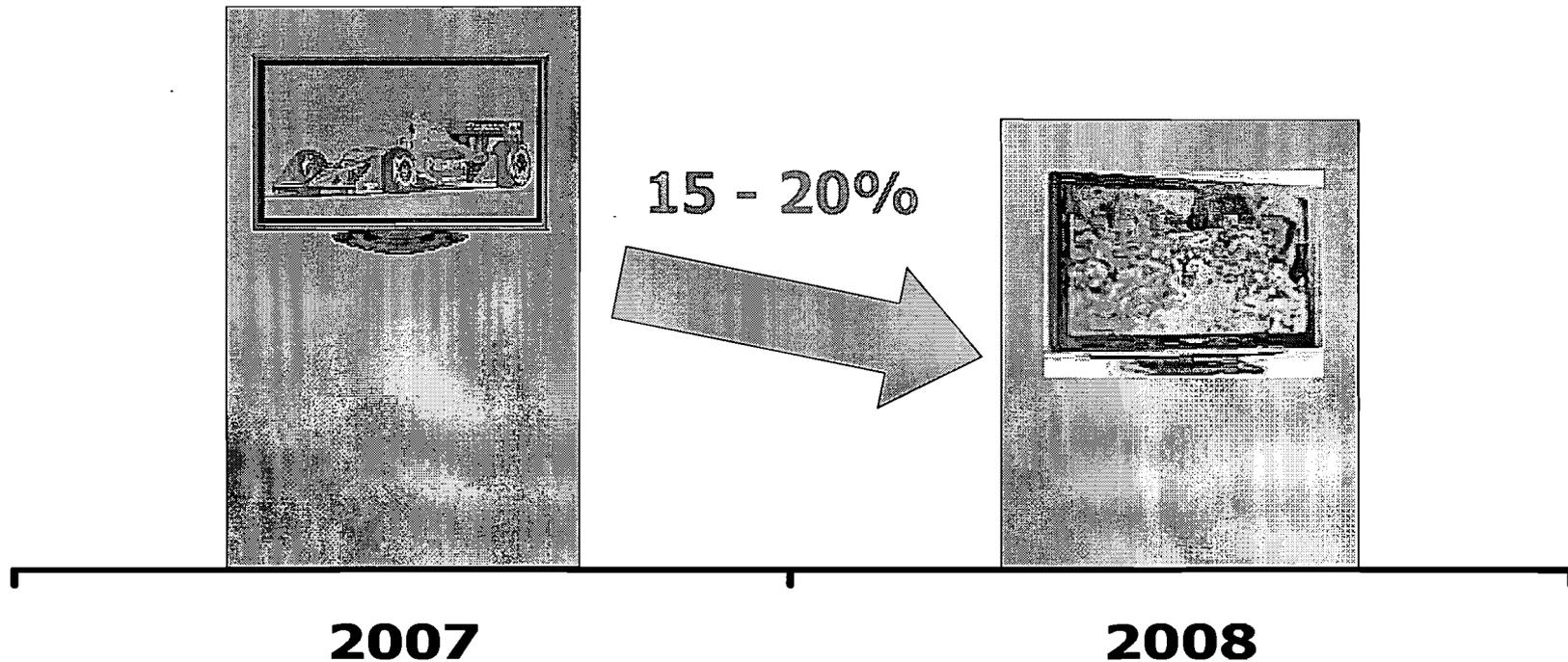
[www.plasmadisplaycoalition.org](http://www.plasmadisplaycoalition.org)

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# "Entertainment Efficient" Plasma HDTV

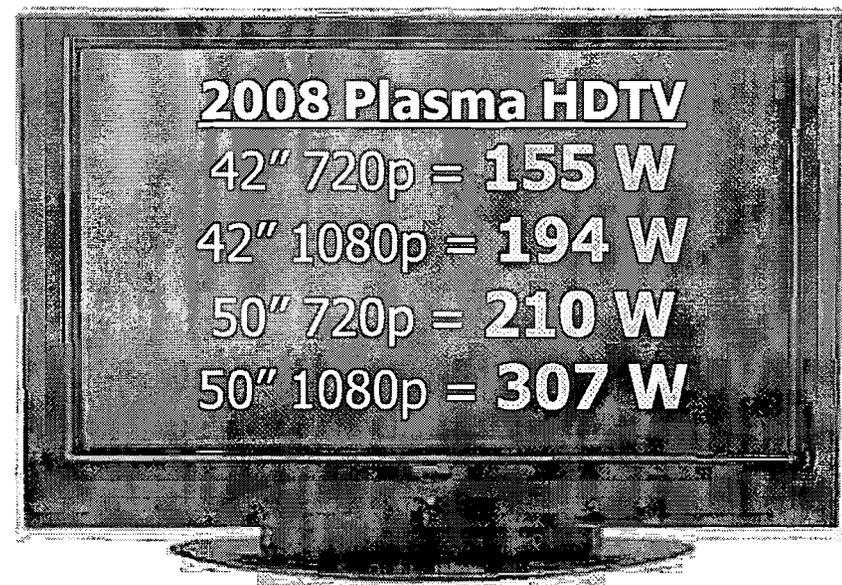
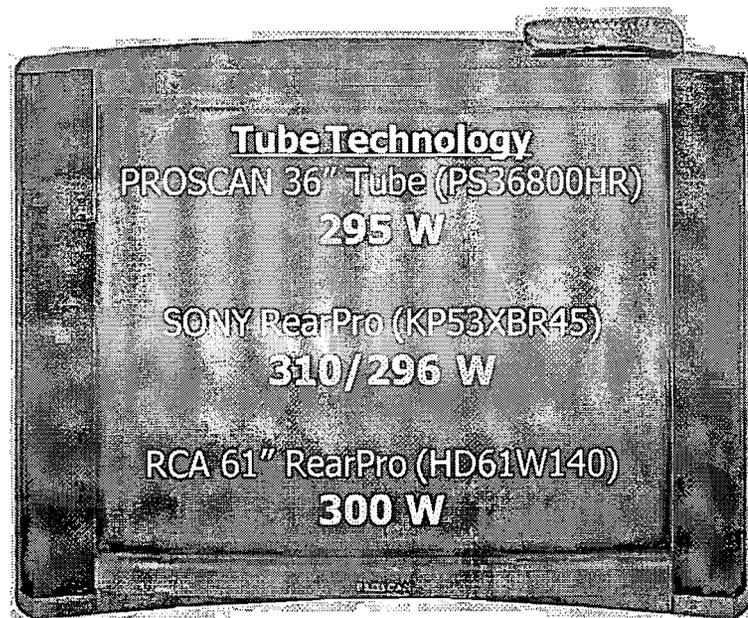
- Less than Half the Energy of 1st Generation Plasma Display Panels
- 42" and 50" Plasma HDTV Products Now 15-20% More Efficient than 2007 Models



# "Entertainment Efficient" Plasma HDTV

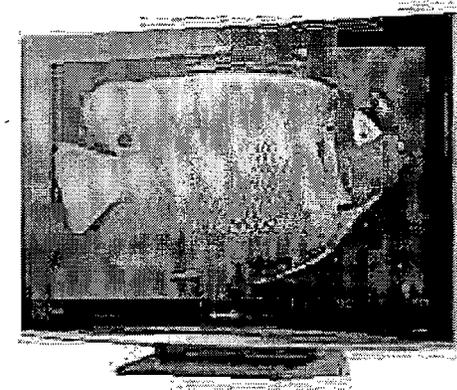
## Significant Improvements for 2008 Models

- 70% of Plasma Buyers Replaced 31" to 60" Color TV Picture Tube or Rear Projection Televisions



# "Entertainment Efficient" Plasma HDTV

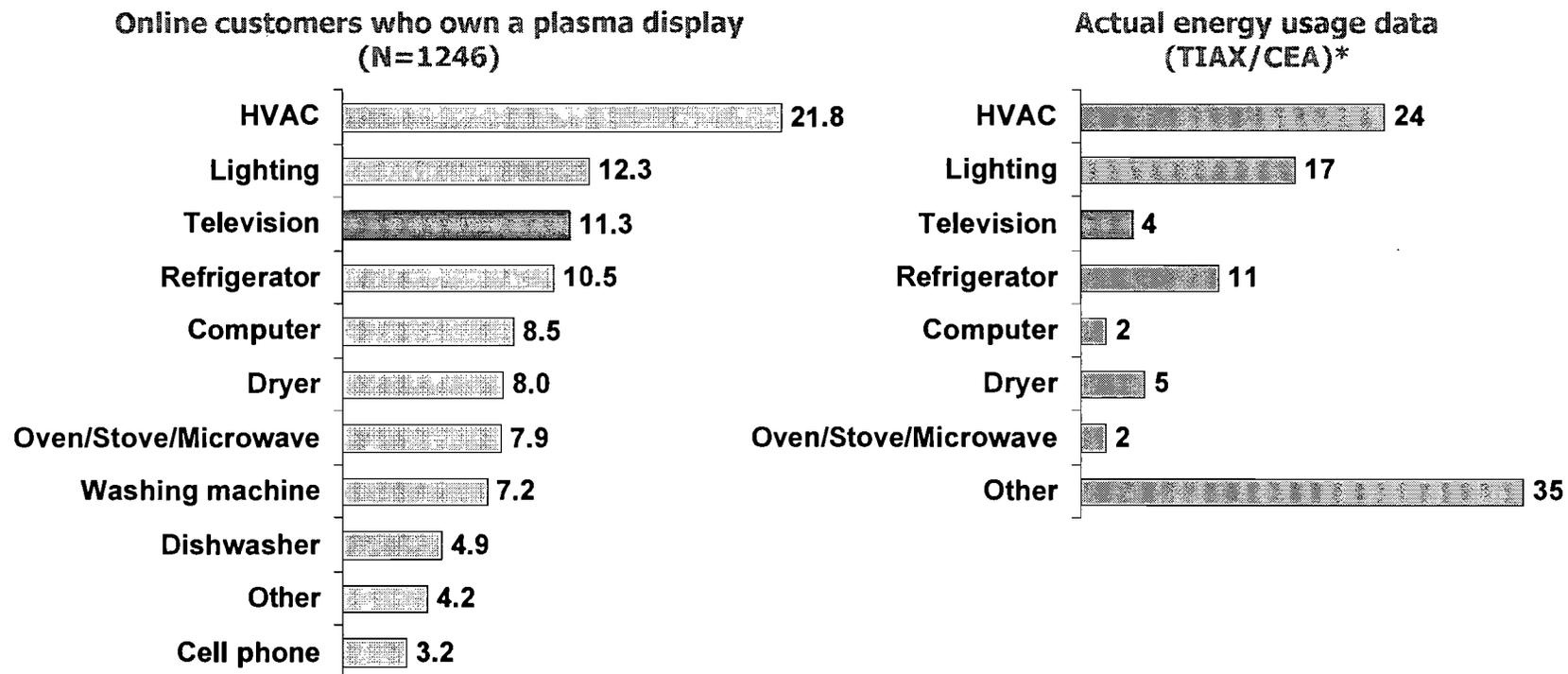
- 50" 720p = Entertainment Value
- Plasma Owners Report Using Plasma HDTV Four to Six Hours Daily
- Improved Energy Efficiency Drops Monthly Operating Costs To As Low As \$4 a Month\*
- Annual Operating Costs Drop Under \$50
- Watching a New Plasma HDTV for a Year
  - *Less than filling up a Honda at a gas station*
  - *Less than dinner and two movie tickets*



\*Operating 50" 720P, average 210 Watt at 6 hours daily at .10 Kw/hr = \$4.04 per month

# Energy Perceptions Don't Match Reality

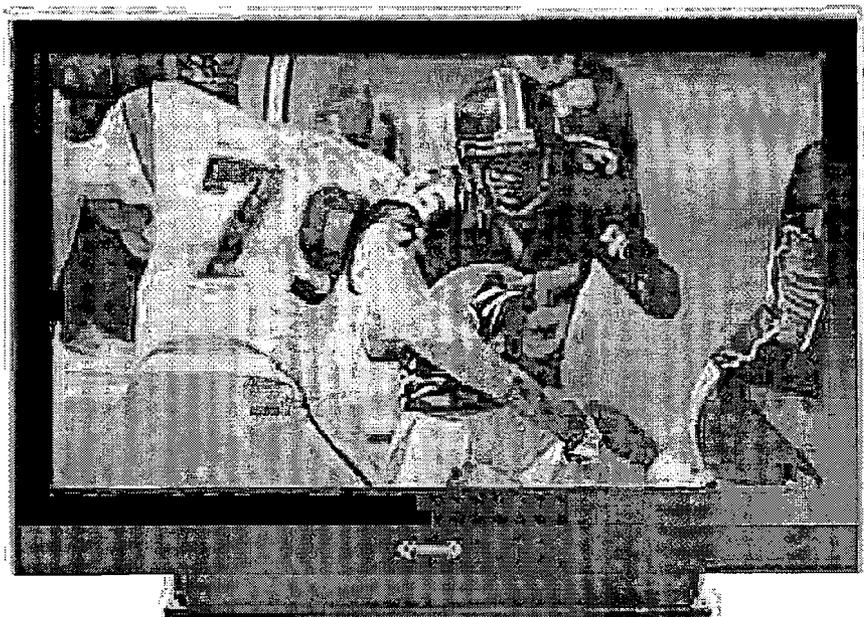
## Household Appliance Energy Consumption Average % Attributed to Appliance



Q22. Thinking about your household's total annual energy consumption, what percentage can be attributed to each of the following? If you are not certain, please use your best estimate.

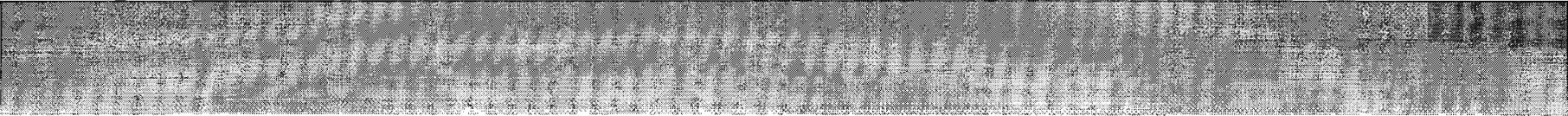
\*Source: "Energy Consumption by Consumer Electronics in U.S. Residences" by independent technology development firm TIAX & the Consumer Electronics Association, January 2007

# Facts are Different than Conventional Wisdom



- Plasma is far more efficient than it was 10 years ago
- Plasma HDTV also has a better picture, higher contrast, widest viewing angle, lasts longer, and is best for fast motion

***Our Industry Needs to Clearly Communicate Advantages and Benefits***



# Plasma Flat Panel Display Ownership & Usage Study

Prepared for the  
Plasma Display Coalition  
by



*Rockbridge Associates, Inc.*  
[www.rockresearch.com](http://www.rockresearch.com)

*June 2008*

[www.plasmadisplaycoalition.org](http://www.plasmadisplaycoalition.org)



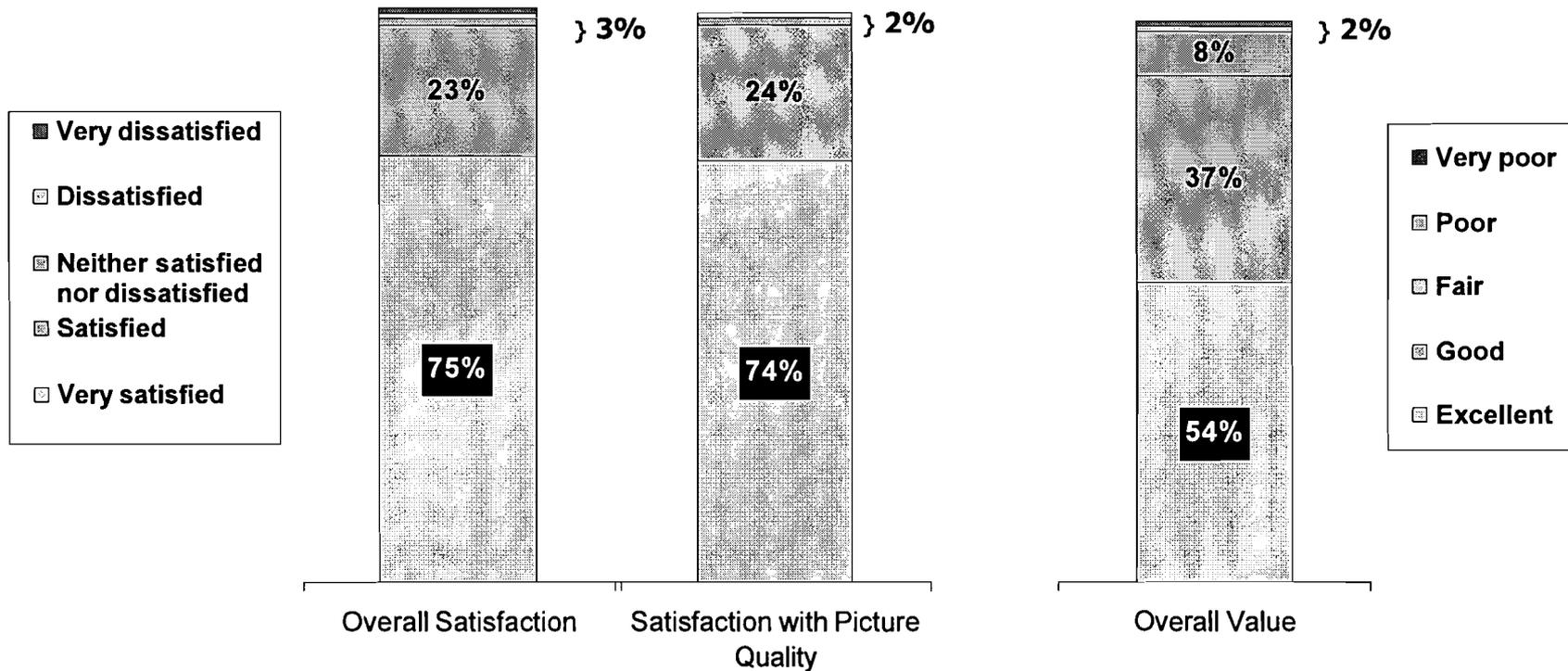
## Key Findings from Ownership & Usage Study

- 97% of Plasma HDTV owners say they are **very satisfied or satisfied** with their Plasma television
- 70% of Plasma HDTV owners **replaced a 31" to 60" big-screen TV**
- The most frequently used sources of information when buying a Plasma HDTV are **in-store displays and sales staff** at the store
- 96% said **outstanding picture quality of Plasma HDTV** influenced their purchase decision
- **Energy use** by Plasma HDTV was **not top of mind**

# Most Plasma HDTV Owners Are Very Satisfied

## Plasma Television Satisfaction & Value

Online customers who own a plasma display (N=1247)



**Q12.** For the remainder of this survey, please answer all questions with respect to the plasma flat panel display in your home that you watch most frequently. Overall, how satisfied are you with your plasma flat panel television?

**Q13.** How satisfied are you with your plasma flat panel television's picture quality?

**Q14.** Considering the amount of money you spent to purchase the plasma flat panel television and the benefits you have received from it, how would you rate the overall value of the television?

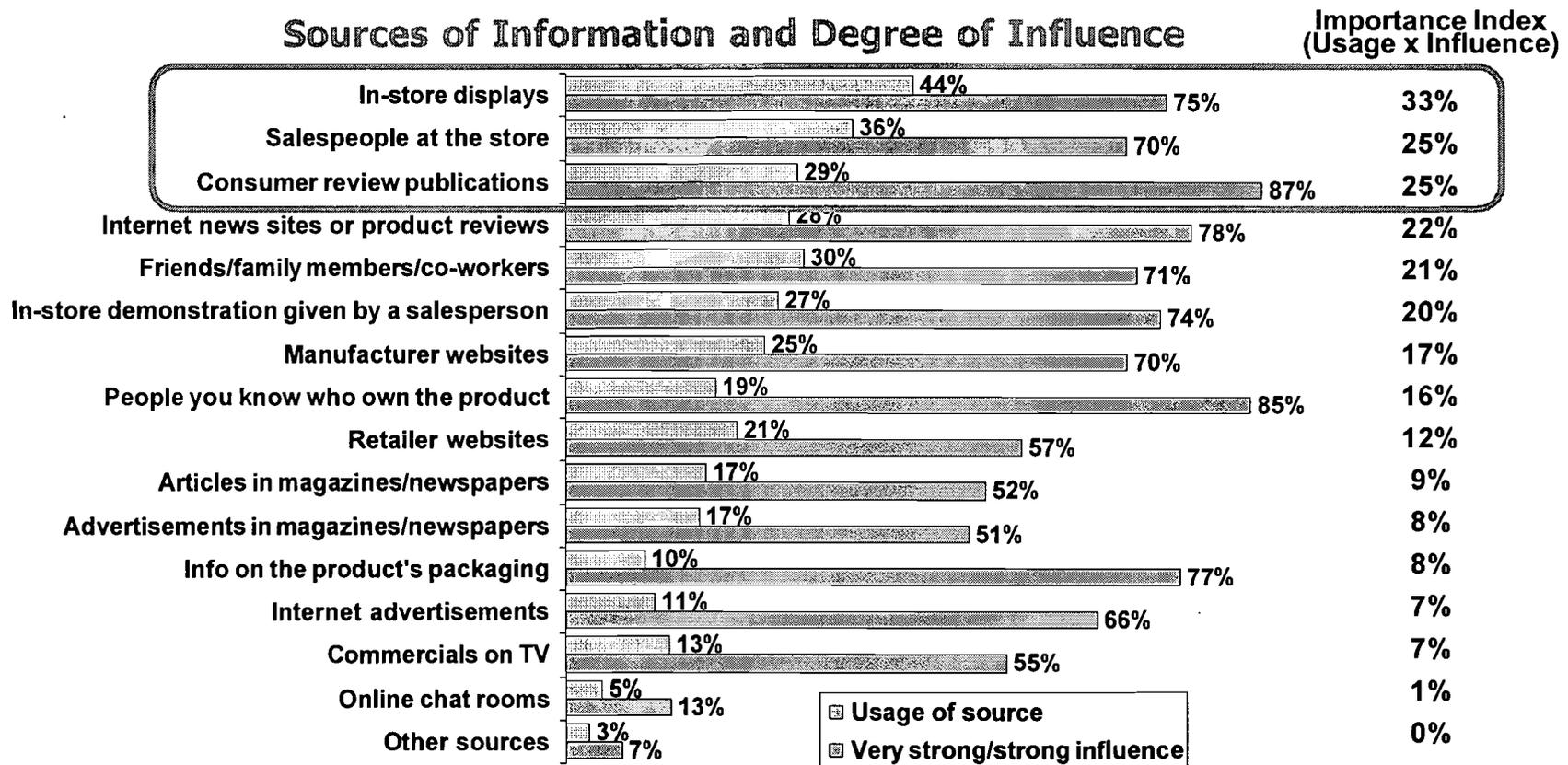
# What Owners Say about Plasma HDTV

*amazing awesome beautiful  
big bright brilliant clarity clear convenient cool  
crisp crystal enjoyable entertaining excellent  
exciting fabulous fantastic fun good  
great huge large lifelike modern nice ok  
outstanding perfect quality sharp sleek stunning  
sweet terrific vibrant vivid wonderful wow*

Q15. What one word would you use to describe your plasma flat panel display?

# Displays, Salespeople, Reviews are Key

Sources are ordered by an index that multiplies their influence by how frequently they are used.



Q18. Which of the following sources of information, if any, did you use when shopping for your plasma flat panel television?

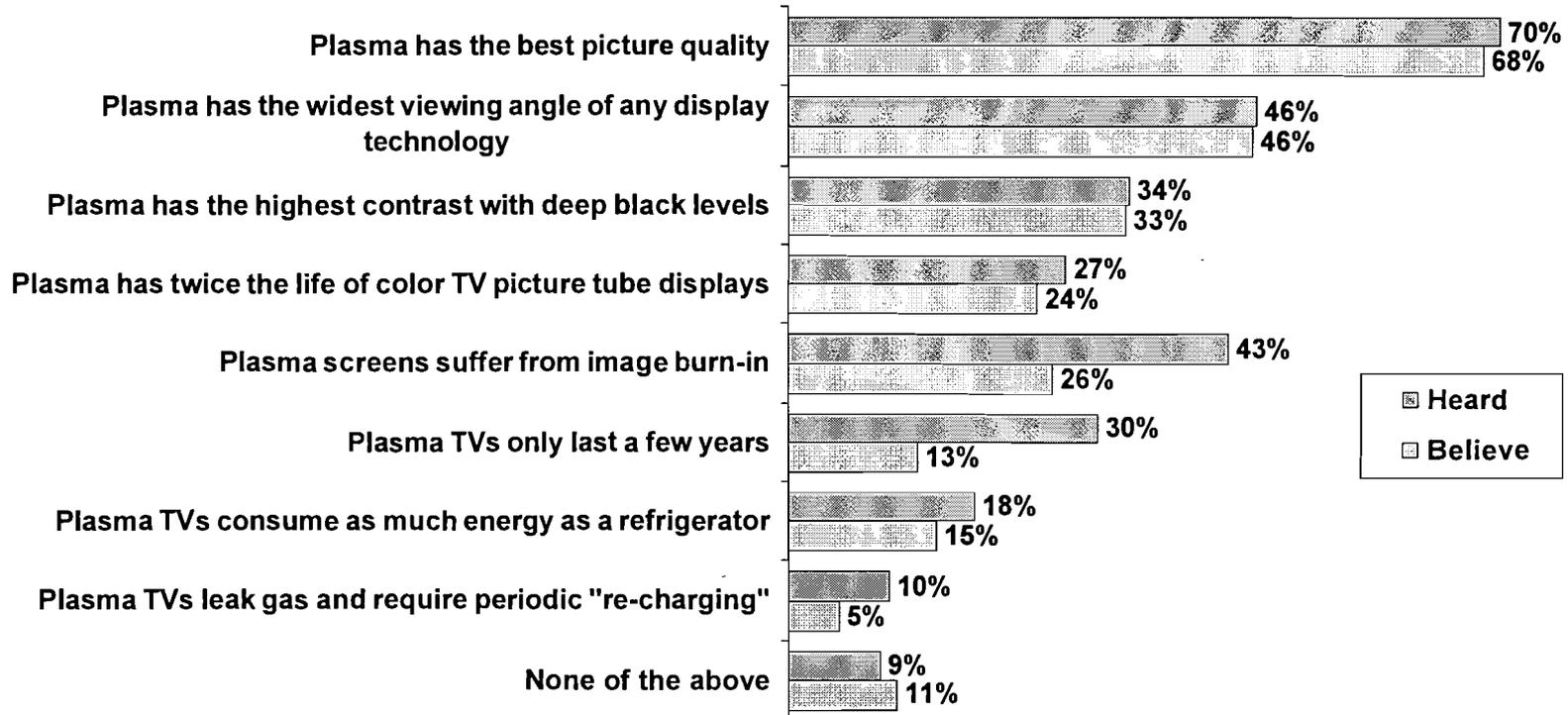
Q19\_SUM TABLE. Thinking about the sources of information you used when shopping for your plasma flat panel television, how influential were each of them to your purchase decision?



# Owners Believe: Picture Quality Tops

## Plasma Television Attributes

Online customers who own a plasma display (N=1167)



Q31. Please indicate which of the following, if any, you had ever heard about plasma flat panel displays prior to taking this survey?

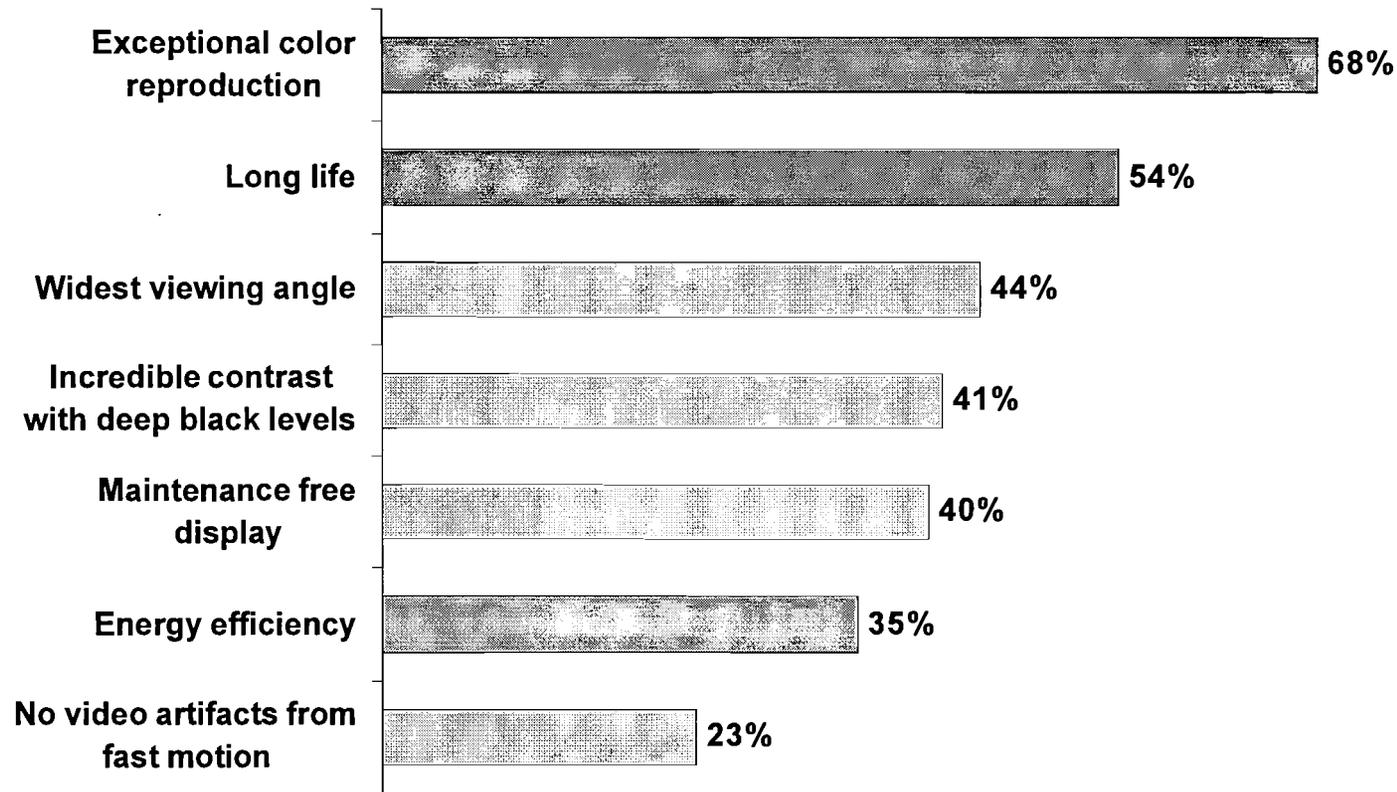
Q32. And, please indicate which of the following, if any, about plasma flat panel displays you believe to be true?

# Advantage Plasma: Color, Long Life

## Plasma Television Advantages

*% Chosen as one of 3 Most Important Advantages*

Online customers who own a plasma display (N=1155)



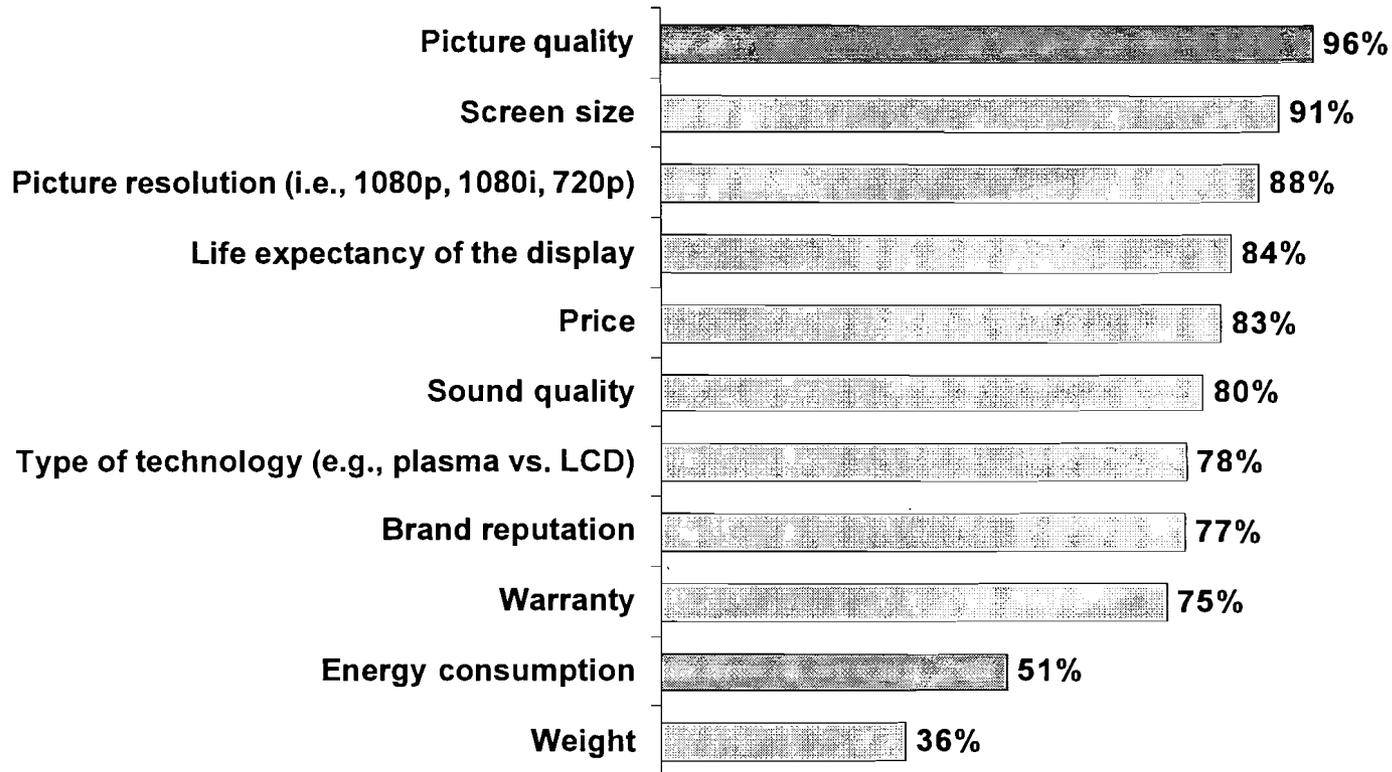
Q33\_SUM TABLE. As an owner of a plasma flat panel display, you know that plasma technology has distinct advantages as a big screen home entertainment display. Please review the following list of attributes and rank order them from 1 to 7, where 1=Most Important Advantage and 7=Least Important Advantage.



# Important Purchase Factors

## Importance of Features (Top 2 Box)

Online customers who own a plasma display (N=1247)

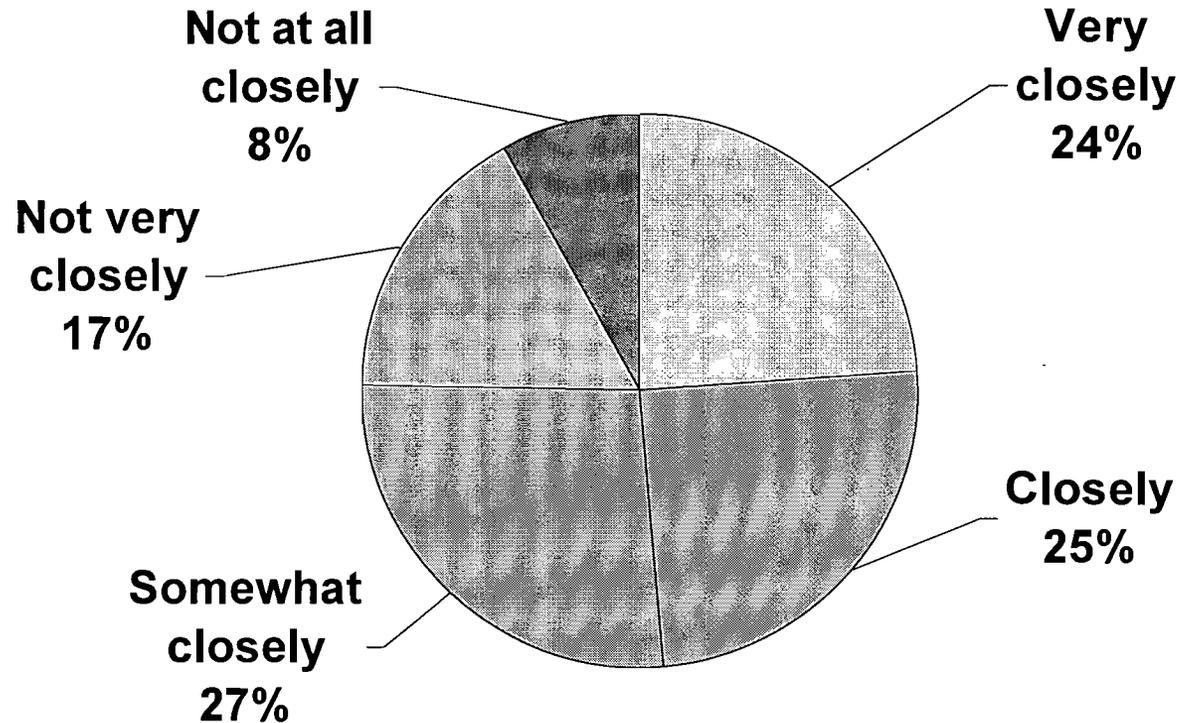


Q20\_SUM TABLE. How important or unimportant were each of the following features when it came to deciding to purchase your plasma flat panel television?

# Do You Analyze the Electric Bill?

## Analyzing Energy Bills

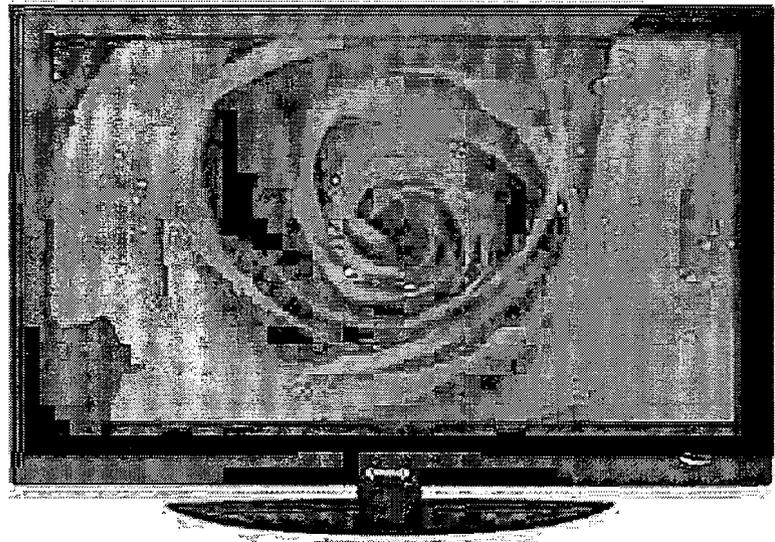
Online customers who own a plasma display  
(N=1178)



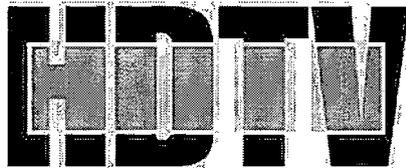
Q23. How closely do you analyze your monthly household energy bills?

# Jim Palumbo

*President, Plasma Display Coalition*



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