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To: <appliances@energy.state.ca.us>
Date: 4/24/2009 3:30 PM
Subject: Comment to California Energy Commission on Draft Efficiency Standards for Televisions (Docket #07-AAER-03-C)

Dear Sir or Madam,

I am an individual television consumer writing to endorse the Draft Efficiency Standards for Televisions (Docket #07-AAER-03-C). I appreciate this opportunity to provide comments on the draft standards.

I would first like to emphasize the importance of energy efficiency to California consumers like myself. Given the energy crises our state has encountered in recent history and the current troubled economic times, California citizens like me have become very aware of the public and personal costs of wasteful energy consumption. I believe the draft standards, if adopted, would provide great benefits in individual consumption cost savings and long-term energy sustainability for California. These standards are perfectly in line with the stated goals of Public Resources Code Section 25402 to "reduce the wasteful, uneconomic, inefficient, or unnecessary consumption of energy." I endorse adoption of the proposed standards in full and submit the following specific comments (1) on the importance of the marking requirements in the proposed standards and (2) in response to the Plasma Display Coalition, Inc's (PDC) October 2008 comments.

1. Proposed Marking Requirements

The requirement in Section 1607(d)(11) of the draft regulations to include active mode power usage on the television packaging is extremely important for consumers to make informed decisions in their television purchases. I and other California consumers are very concerned about the energy efficiency of their television purchases, as evidenced by consumer product review websites like CNET (www.cnet.com) including more and more information on the energy features of televisions in addition to the standard information on picture quality, performance, etc. However, rather than rely on reviews provided by third-parties for power usage information, consumers should have the ability to make their own detailed assessments and comparisons from viewing the televisions in our local stores. The various new features television manufacturers advertise on packaging, including EnergyStar compliance, obviously speak to the value of a television, but active mode power usage has a direct, estimable effect on the long-term costs of the television and thus also clearly relates to value. Requiring such information to be displayed conspicuously allows California consumers to buy products they feel reflect their energy-efficiency concerns and thus move the industry towards manufacturing less wasteful televisions.

2. Response to PDC's Comments

I disagree with the PDC's October 10, 2008 comments that California consumers will want televisions that use higher amounts of energy than the proposed standards would allow, resulting in a "black market" for out of state televisions. Not only does the PDC lack data to support its claim, as the Energy Commission noted, but I also state as a consumer that what I

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want is a television that meets the best feasible and attainable energy-efficiency standards, exactly what the legislative criteria requires and the proposed standards would achieve. I and other consumers care about television energy consumption and the proposed standards will help foster a market in line with our expectations for the development of more energy-efficient televisions. I can think of no reason to purchase a television from a nearby state if the proposed standards are adopted because these standards help make sure televisions that better meet our energy efficiency needs can be easily found here in California. Rather than force consumers to make a choice between energy efficiency and picture size or quality, the proposed standards foster innovation and growth of a market for energy-efficient televisions that California consumers desire. The PDC's concerns that the standards are anti-competitive are unwarranted. The standards would merely guide competition in the direction California consumers like me expect.

In conclusion, the proposed standards would achieve California's goals of reducing wasteful energy consumption. I urge the California Energy Commission to adopt the proposed regulations in the Draft Efficiency Standards for Televisions.

Sincerely,

Sumeet Ajmani