

From: "Kroll Marketing" <krollmarketing@att.net>
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Subject: Comments on: Docket No. 09-AAER-1C

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I am involved in establishing a new TV business in the US in 2010 that plans to enter a specific segment called outdoor TV. Essentially TVs that have robust designs to handle the adverse environmental conditions whether used commercially or residentially. Several companies sell product in this category today - SunBrite and Pantel.

In order for this market segment to flourish, the TVs must meet strict qualification testing to protect it from the ravages of heat/cold, rain/snow/ice, dust/dirt, humidity, insects, and such. In some cases this is achieved by requiring additional fans and heaters which in turn require energy to power them efficiently.

The CEC proposals are an excellent step in the right direction for overall US energy consumption management, and we think a healthy and proper action to take. However, these proposals are based on INDOOR LCD TVs and do not consider the outdoor television in the definitions.

We formally request that the CEC modify the definitions used for digital LCD TV to either exempt the outdoor (extreme environment) TV category, create a minimum loophole such that they are not lumped together with standard indoor based televisions, or to specify separate guidelines to meet that incorporate the unique needs of the product category.

Leaving the proposals as is will be an undue burden to the TV designs, effectively forcing them to meet tighter standards to leave margin for the additional environmental powered features. These would essentially price the product out of the market - either ending the category as a business opportunity and a product enjoyed by people of California, or at a minimum ensure that Californians could not purchase within the state, and enjoy the benefits of having a permanent outdoor television in their pools, patios, backyards, and favorite sports bars and restaurants.

Please consider and modify the definition of television within the proposal.

Thank you.

Regards,
Mike Kroll

Company Name - In stealth mode

Email: krollmarketing@att.net <blocked::mailto:krollmarketing@att.net>