

What is the Consumer Electronics Industry Already Doing to Increase Energy Efficiency Without Regulations?

A LOT.

- In less than two years, the energy efficiency of Energy Star digital TVs has improved by more than 41 percent.
- 20 percent of flat panel TVs in 2008 had green features, and this number is expected to rise to 70 percent by 2012 and 100% by 2014.
- **LG Electronics** recently unveiled an Intelligent Sensor technology that reduces LCD TV energy consumption by 70%.
- **Sharp** is launching technology that will reduce power to parts of the screen that are dark at any moment, saving electricity as the picture changes.
- Power consumption for **Panasonic's** most popular size models, on average, has been reduced between 36-53% when compared with 2007 models.
- **Philips** has reduced energy used in a 32 inch TV from 172 watts in a 1999 manufactured CRT to 90 watts in a 32 inch LCD manufactured in 2009.
- **Samsung's** LED TV technology is approximately 40% more efficient than their already-efficient and ENERGY STAR-qualified LCD TVs.
- In 2009, **Sony** launched models with a zero-watt power switch, automatic light and motion sensing technology to reduce power consumption by approximately 50% without compromising picture quality or performance. Sony also achieved 25% reduced power consumption in the Download Acquisition Mode (DAM) in the past year.
- Several TV manufacturers now incorporate technology that senses ambient light in the room and reduces the TV energy consumption accordingly.