Consumer Electronics Association

- Represents more than 2,000 companies in the $165 billion U.S. consumer electronics industry
- CEA members design, make and sell products across the North American market and around the world
- Membership includes component suppliers, device manufacturers, retailers and distributors, service providers; most of CEA’s members are small and medium-sized businesses
- Sponsors and manages the International CES
Consumer Electronics
Consumer Electronics Market

• Rapid innovation
• Dynamic marketplace
• Highly competitive industry
• Significant time-to-market pressures
• Significant cost pressures
• Rapid rates of market penetration
• Rapid transition from one technology to another
Approaches

• Important to understand power consumption as it relates to operational modes and usage patterns
• Encourage efficient use of energy – in all modes of operation
• What is the best way to encourage and support energy efficiency in the consumer electronics sector while protecting innovation, competition and consumer choice?
Best Practices for CE

• Current research and analysis
• Voluntary, market-oriented programs
• Standards developed by industry
• Consumer education
• Promotion of energy-efficient products
• Outreach and coordination
CEA, Industry Initiatives

• The consumer electronics industry champions energy efficiency with a variety of initiatives and contributions
  — Commissioned study of energy use in electronics
  — Commissioned study of energy savings from electronics used for telecommuting and e-commerce
  — Created industry standards for measuring power consumption in TVs and set-top boxes
  — Developed energy-saving tips for consumers
  — Promoted energy efficiency at industry’s leading trade show
  — Supported the ENERGY STAR program since 1992
Public Policy

• The ENERGY STAR program for consumer electronics has proven to be the best and most effective approach for saving energy and reducing greenhouse gas emissions.

• The ENERGY STAR program effectively drives energy use down to the lowest levels possible without harming innovation, sacrificing consumer choice, or impeding product convergence.
Advantages of ENERGY STAR

• Voluntary, market-driven and international
• Government-industry partnership
• Captures broad range of consumer electronics product categories
• Strong participation by manufacturers
• Well-recognized by consumers
• Competitive incentive for energy savings
• Consideration of active mode power in addition to standby mode power
Concerns with Regulation

- Establishes mandatory requirements
- Limits energy use in one or more operating modes
- Presents regulatory burdens and costs (for industry and government)
- Better alternatives exist which are already working to reduce power consumption (ENERGY STAR)
Concerns with Regulation

- Not appropriate for consumer electronics
- Government regulation and mandatory limits never keep pace with technology
- Product definitions change
- Products converge, new product categories emerge
- Technical complexities with consumer electronics
- Operating modes and functions change
Challenges

• Public policy
• ENERGY STAR program changes
• Harmonization
• “Miscellaneous electrical loads”
Opportunities

• Energy use disclosures
• Rebate programs
• Consumer education
• Home energy management
• Smart Grid
• Support and enhancement of ENERGY STAR and other voluntary approaches and programs
Plug loads and energy efficiency in context

• Only one part of sustainability picture
• Plug loads can save energy
• Companies strike the balance