

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



OFFICE OF
AIR AND RADIATION

September 2, 2014

Dear ENERGY STAR[®] TV Partner or Other Interested Stakeholder:

The U.S. Environmental Protection Agency (EPA) welcomes your input on the attached Draft 2 Version 7.0 ENERGY STAR TV specification. Please submit your comments on Draft 2 to EPA **by Monday, September 29.**

The Draft 2 Version 7.0 specification includes the following key elements:

- **On Mode Requirements:** In response to stakeholder concerns regarding EPA's approach to interpolating data associated with TVs with automatic brightness control (ABC) enabled by default, EPA revised its dataset. The revised dataset includes the actual measured performance of over 700 models (including 112 with ABC). Sixteen percent of TVs in EPA's revised dataset meet the revised On Mode power requirements. Based on the market response to past revisions of the TV specification and how rapidly the television market evolves, EPA anticipates a more than adequate selection of ENERGY STAR certified models by the time the specification takes effect in 2015.
- **Ultra High Definition (UHD) TVs:** Based on new data and feedback received on current and forthcoming UHD models, for those TVs with a Native Resolution of at least 2160 pixels, EPA is proposing an additional power allowance corresponding to 55 percent of the maximum On Mode power requirement. EPA proposes this adder be proportional to On Mode power as calculated based on screen area, recognizing that the UHD impact on energy use will also be experienced across the total screen area. With this adder, EPA seeks to recognize the top performing UHD models to incentivize improvements in the efficiency of UHD. EPA proposes that the allowance be in effect for a limited time (for models certified before 5/1/2017), anticipating that as UHD models evolve, their energy efficiency will also improve, as was seen for HD models.
- **Standby-Passive and Standby-Active, Low Requirements:** In response to feedback and new information on the power necessary to support the latest networking technology, EPA is also proposing a revised power limit of 3.0 W for Standby-Active, Low Mode. In addition, EPA has removed the distinction between TVs with Full Network Connectivity and those without it.
- **Luminance Requirements:** After further discussions with stakeholders, EPA has learned that some manufacturers wish to ship their products at a lower screen luminance than 65 percent of the Brightest Selectable Preset Picture Setting to deliver a better viewing experience for the consumer. EPA also notes that some new TVs are being released with higher maximum brightnesses than most typical models. As a result, EPA is proposing

that products with very bright maximum screen luminance of at least 450 cd/m² measure and ship in the Default Picture Setting at a minimum set luminance of 293 cd/m² (which is 65 percent of 450 cd/m²). Furthermore, a manufacturer can identify picture settings that have lower luminance than the above requirements as ENERGY STAR if the TV can also meet On Mode requirements in those settings. This proposal is intended to allow additional flexibility for a small subset of comparatively brighter TVs to be optimized for home use while still guarding against TVs being shipped too dim.

Stakeholders are requested to provide comments on the Draft 2 specification no later than September 29, 2014. Please send comments via e-mail televisions@energystar.gov. All comments received will be posted to the ENERGY STAR Product Development website, unless the submitter specifically requests that the comments remain confidential.

On Tuesday, September 16, 2014 from 2:00 PM–5:00 PM, Eastern Time, EPA will host a stakeholder webinar to present details on Draft 2 Version 7.0 ENERGY STAR specification and address stakeholder questions and concerns. If you wish to attend, please [register prior to the webinar](#).

The exchange of ideas and information between EPA, industry, and other interested parties is critical to the success of ENERGY STAR. To track EPA's progress in revising the ENERGY STAR TV products specification and to review comments, please visit the Product Development Web site at www.energystar.gov/RevisedSpecs and click on "Version 7.0 is in development" under "Televisions."

Thank you for taking the time to review and provide your feedback this draft specification. Please contact me at Radulovic.Verena@epa.gov or (202) 343-9845 with any questions or concerns. For any questions related to the test method for ENERGY STAR products, please contact Jeremy Dommu at Jeremy.Dommu@ee.doe.gov or (202) 586-9870.

Best Regards,



Verena Radulovic, Product Manager
ENERGY STAR for Consumer Electronics

Enclosures:

Draft 2 Version 7.0 ENERGY STAR TV Product Specification
Masked Dataset and Chart Used to Determine Draft 2 Power Requirements
Draft 1 Stakeholder Comment Summary and EPA Response
Draft Qualified Product Exchange (QPX) Requirements Template