



April 30, 2013

Representative Jules Bailey
900 Court St. NE, H-274
Salem, OR 97301
503-986-1442, Rep.JulesBailey@state.or.us

Re: Amendment to Senate Bill 692 - Support

Dear Representative Bailey:

The consumer electronics industry has long demonstrated a commitment to socially and environmentally responsible business practices. This emphasis on sustainability is evident in everything from green design and manufacturing of new products to electronics recycling.

With more than 20 years of experience working with the U.S. Environmental Protection Agency (EPA)'s ENERGY STAR program, our industry has found that voluntary, market-oriented and consumer-friendly policies and programs are superior to regulatory mandates in protecting innovation, consumer choice and competition while advancing energy efficiency in rapidly-changing electronic products and equipment.

For example, the voluntary and federal ENERGY STAR program has had significant success. Televisions that meet today's ENERGY STAR requirements are, on average, 40 percent more energy efficient than conventional models, saving American viewers and gamers a total of \$3.5 billion per year on their energy bills, according to the EPA. ENERGY STAR criteria for TVs already address both standby and active mode energy consumption.

It's also important to note that improvements to TV energy efficiency are unmatched by any other product category in the home, thanks to innovation, consumer demand, product convergence and programs like ENERGY STAR. TV energy efficiency gains are staggering; the amount of power needed per unit of screen size fell 63 percent for LCD TVs from 2003 to 2010 and fell 41 percent for plasma TVs from 2008 to 2010.

We respectfully request that you support the CEA-sponsored amendment to Senate Bill 692, which will make the legislation more market-oriented to support the purchase of the latest, most energy-efficient televisions.

Senate Bill 692 is based on California regulations that utilized flawed analyses, exaggerated the "problem," and overestimated energy savings to justify its regulatory approach to TVs in 2009. Three independent analyses discovered the use of old data, math errors and exaggerated energy savings, all of which collectively tipped the scales in favor of unnecessary regulation. Despite repeated meetings, testimony and public comments, the California Energy Commission (CEC) refused to acknowledge these flaws or correct the public record. No state has followed California on its unjustified regulation.

Moreover, the concern that states or industry will “dump” less efficient TV products in Oregon is unfounded. Products are not designed on a state-by-state basis. At the early stages of the design phase, if a product/model is proven compliant with the mandatory requirements, it is then sold throughout the entire United States. If not compliant, the product/model is removed from the list models to be sold in the U.S. and Canadian market.

The industry looks forward to continuing to work with policy makers and other stakeholders to determine the most cost-effective, pro-innovation and consumer-friendly approach to our shared goal of increased energy efficiency.

We respectfully urge you to support this important amendment.

Respectfully submitted,



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Cc:

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