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**\*\*IN CASE YOU MISSED IT\*\***

Consumer Electronics Daily:

## **LCD TV Makers 'Clarify' Strong Opposition to CEC TV Regulation**

10/28/09

EXCERPT: Eight leading LCD TV makers wrote the California Energy Commission saying they "strongly oppose" its proposal for mandatory limits on energy use in TVs (CED Oct 19 p4). The clarification was needed "in light of the Energy Commission's frequent references to 'support' from the LCD TV Association," they said in a joint letter. "These references do not accurately reflect our views on this issue."

The signatories to the letter were Funai, JVC, LG, Panasonic, Sanyo, Sharp, Sony and Toshiba. The CEC's mandatory limits on TVs are "a threat to future innovation in LCD-based television technology as well as other current and future display technologies and product features," they said. "Collectively we have invested years of research and significant resources to arrive where we are today."

All of them are "strong supporters" of energy efficiency. They're committed to continuing the "success we have achieved" with energy efficiency of TVs as a result of technological innovation and existing voluntary government programs such as Energy Star, they said. The TV makers said they back the "policies and programs" that the CEA has put forth as "viable alternatives" to the CEC's proposed regulation. "We believe that these industry supported alternatives would save a significant amount of energy and help meet California's overall emission goals."

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Comprised of consumers, small businesses, trade groups and associations, Californians for Smart Energy ([www.CASmartEnergy.com](http://www.CASmartEnergy.com)) is a growing coalition dedicated to having a real discussion about meeting California's energy needs - without job-killing regulations that are harmful to California's economy. You can also find us on Twitter ([www.twitter.com/casmartenergy](http://www.twitter.com/casmartenergy)) and Facebook ([www.facebook.com/pages/Californians-for-Smart-Energy/118950385329](http://www.facebook.com/pages/Californians-for-Smart-Energy/118950385329)) and YouTube ([www.youtube.com/casmartenergy](http://www.youtube.com/casmartenergy)).