



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

Consumer Electronics Daily:

Most Californians Oppose State's TV Power-Use Rules, CEA Poll Finds

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<http://www.cedailynews.com/>

EXCERPT: Nearly six in 10 Californians oppose TV power-use limits that could be mandated by the state's energy regulator as soon as this month. The poll, sponsored by the CEA and released Tuesday, coincided with a Plasma Display Coalition demand that the California Energy Commission retract "blatantly inaccurate and often damaging information" on its Web site about TV power consumption.

The CEA poll, publicized simultaneously in news conferences at retail stores in seven California cities Tuesday, found that 57 percent of state residents oppose the CEC's proposal to regulate TV energy use, said organizer Californians for Smart Energy. That coalition claims the CEC's mandates would force TV makers to meet an "artificial" and arbitrary energy-use limit in order sell TVs in the state. The proposed regulations effectively would ban the sale of 25 percent of current big-screen TVs and all plasma TVs larger than 60 inches, the group said...

Among other poll findings, 61 percent of Californians said they believe the state already has too many regulations. About 59 percent said they believe buying decisions should be a matter of the consumer's choice -- not the government's decision on what they can buy. And 58 percent said the CEC's proposed regulation "is another example of the costly and unnecessary rules the state continues to force on small business owners." Finally, 55 percent said that California Governor Arnold Schwarzenegger "should stop the CEC from adopting this regulation."

"I am concerned that this regulation will delay or ban new technologies -- like 3-D HDTV or Internet enabled TVs -- if they can't comply with the California Energy Commission's regulations," said William Janka, owner of specialty retailer Mission Audio-Video in Santa Barbara. "The television industry is constantly innovating and releasing more energy efficient models based on new technologies and consumer demand -- not regulations. The state of California should be utilizing market-based solutions, like Energy Star, which won't stifle innovation or further hurt the economy," Janka said.

Meanwhile, the Plasma Display Coalition continued to batter the CEC on what it called "blatantly inaccurate and often damaging information" on the CEC's Web site about plasma energy-use and that of all HDTVs in general. "This misinformation is misleading to the media, to TV buyers and to California consumers in general," PDC President Jim Palumbo said. He specifically cited "FAQ"s on the CEC's Web site, which date from August 12 and still haven't been rescinded, despite appeals from the PDC and others since then. The CEC hadn't replied to PDC's request by our Tuesday deadline.

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Comprised of consumers, small businesses, trade groups and associations, Californians for Smart Energy (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) and Facebook (www.facebook.com/pages/Californians-for-Smart-Energy/118950385329) and YouTube (www.youtube.com/casmartenergy).