



PRESS RELEASE – FOR IMMEDIATE RELEASE

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TV power consumption –

Important clarification on behalf of the European electronics industry

Recent press reports claimed that Plasma TV technology may be banned from the market soon for energy efficiency reasons. Such statements are factually incorrect.

According to the pertinent EU directive¹ a technology such as plasma cannot be banned from the market as long as the TV sets (using this technology) comply with the energy efficiency requirements.

The EU and its member states are currently working on new regulations to ensure improved energy efficiency of TV sets across all technologies, including Plasma TVs, LCD TVs, CRT based TVs, etc.

All manufacturers will be required to meet these new minimum efficiency standards in order to continue producing, importing and selling TV sets on the European market. This regulation is expected to be published during the second half of 2009. After a period of transition products are expected to be compliant by the second half of 2010.

It is important to understand that all relevant Technologies i.e. Plasma, LCDs and CRT TVs differ in the way they consume power. However, the industry has unified the criteria to make an equal measure across all technologies to allow a comparison to the consumer.

Overall, both LCD and plasma technology have made significant advances over the past few years and both are achieving better and better power efficiency. At the recent Consumer Electronics Show in Las Vegas, many manufacturers showed current and future technologies, demonstrating the industry's continued commitment to improving energy efficiency even further independent of the type of technology.

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¹ EU Directive 2005/32/EC, §15.5: “there shall be no significant negative impact on industry’s competitiveness” and “in principle, the setting of an ecodesign requirement shall not have the consequence of imposing proprietary technology on manufacturers.”

Notes to Editor: Eco-design requirements for energy-using products (EuP), EU Directive 2005/32/EC

EU lawmakers reached an agreement in April 2005 on a proposal aimed at increasing energy savings from all consumer appliances running on electricity. With this proposal, the EU Commission sought to make the design of products such as TV, hairdryers, computers, fridges, or office equipment more environmentally-friendly and reduce emissions of greenhouse gases blamed for global warming.

About EICTA:

EICTA, founded in 1999 is the voice of the European digital technology industry, which includes large and small companies in the Information and Communications Technology and Consumer Electronics Industry sectors. It is composed of 61 major multinational companies and 39 national associations from 28 European countries. In all, EICTA represents more than 10,000 companies all over Europe with more than 2 million employees and over EUR 1,000 billion in revenues.

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