

## Super-efficient Equipment and Appliance Deployment (SEAD) Initiative



### Clean Energy Ministerial Announces Global Competition to Crown World's Most Energy-Efficient Flat Panel Televisions

The Super-efficient Equipment and Appliance Deployment (SEAD) Initiative today announced the first SEAD Global Efficiency Medal competition, a global competition that aims to encourage the production and sale of more energy efficient electronics and appliances. SEAD is an initiative of the Clean Energy Ministerial (CEM), a high-level global forum launched by the U.S. Department of Energy and other leading governments in July 2010 to advance clean energy technology.

The SEAD Global Efficiency Medal is awarded to products that demonstrate the greatest energy efficiency, with the first competition focusing on flat-panel televisions. Television manufacturers from across the globe will compete against one another in a competition based on the energy efficiency of their products. There are three television size categories (small, medium and large) in four regions (Australia, the European Union, India, and North America) that make up the competition, with one international winner also selected in each size category.

*"Helping consumers save money by saving energy has always been a priority for the Energy Department. The SEAD Global Efficiency Medal awards will help identify the most efficient products on the market, making it easier for consumers in the United States and around the world to reduce energy waste and energy bills"*

*- Secretary Steven Chu, U.S. Department of Energy*

Televisions are responsible for six to eight percent of global residential electricity consumption. Evidence suggests that technology advances, such as more efficient LED backlighting, can yield significant reductions in television electricity consumption over the coming years. More efficient TVs mean consumers save money on their electricity bills.

## Super-efficient Equipment and Appliance Deployment (SEAD) Initiative

Manufacturers and resellers of commercially available flat-panel television products are eligible to participate. They can also submit products not yet commercially available to be judged as emerging technologies. Product nominations will be accepted from February 1, 2012 through May 31, 2012. Prospective winners will be required to provide samples of each entry to verify energy efficiency claims, which will be conducted by sponsoring governments based on the televisions' power consumption per screen area. Winners will be announced this fall, with an international awards ceremony in early 2013.

Consumers will be able to easily identify and purchase the most efficient televisions available through the labels on the SEAD Global Efficiency Medal award-winning products. The awards are being administered by the Collaborative Labeling and Appliance Standards Program (CLASP). For more information, visit the SEAD website at [superefficient.org](http://superefficient.org).



### For more information:

- Attend the SEAD TV Awards information session at  
*Date:* Wednesday, January 11<sup>th</sup> at 4 pm  
*Location:* Chancellor Room  
Embassy Suites Convention Center  
3600 Paradise Road, Las Vegas
- Visit the SEAD website at [www.superefficient.org](http://www.superefficient.org); or
- Email [awards@superefficient.org](mailto:awards@superefficient.org)

*SEAD is an initiative of the Clean Energy Ministerial  
and a task within the International Partnership for Energy Efficiency Cooperation.*