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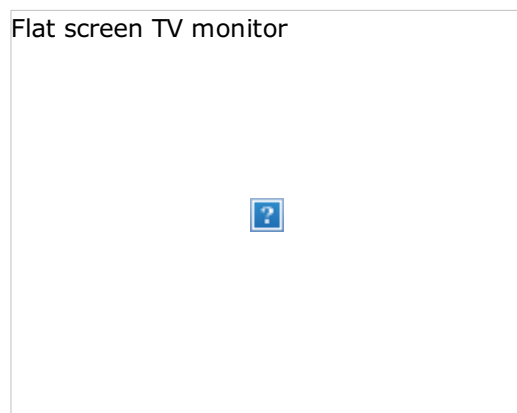
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New TV Energy Conservation Standards

Lower Energy Costs With Better TV Energy Conservation Standards

By Maryruth Belsey Priebe

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Just a few years ago, it wasn't all that easy to tell an energy efficient television from one that wasn't. But that's all about to change.

The state of California has recently revamped their designation standards for televisions, requiring much higher energy conservation from television sets sold within the state. In fact, the new 2011 standards should save the average television owner one third on their viewing related energy costs.

While this standard only applies to those sold within that small geographic region of California, the change is likely to spread throughout the US and beyond as manufacturers bring all of their models in line with the stricter standards. Not only that, but the US Department of Energy (DOE) is also working on more modern standards for television energy consumption.

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Another way you can tell how much a television will cost you in terms of energy is to check the [EnergyGuide labels](#) that they are now required to come with. You're probably familiar with the EnergyGuide label already – it's commonly seen on things like window air conditioners, boilers, furnaces, central air conditioners, water heaters, fridges, dishwashers, freezers, washing machines, heat pumps, and pool heaters. Hard to miss, these bright yellow labels will tell you how much energy a given electronic device will use in an average year, allowing you to compare two similar products in terms of energy use.

The good news is that these labels, administered by the [Federal Trade Commissions](#) (FTC) in the US, will now also be found on all new televisions. As of May 10, 2011, these labels, which must appear on the front of all new television sets, will tell consumers the television's estimated annual energy cost as well as provide a comparison of the energy use annually to other televisions of similar screen sizes. This EnergyGuide information will also be required on all websites selling televisions starting July 11, 2011.

This is very good news for consumers looking to reduce their monthly energy costs. Having easily identifiable labels for energy consumption should tip the scale in favor of eco-friendly technologies.



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