Sound Bars
Retail Products Platform
ENERGY STAR Partners Meeting

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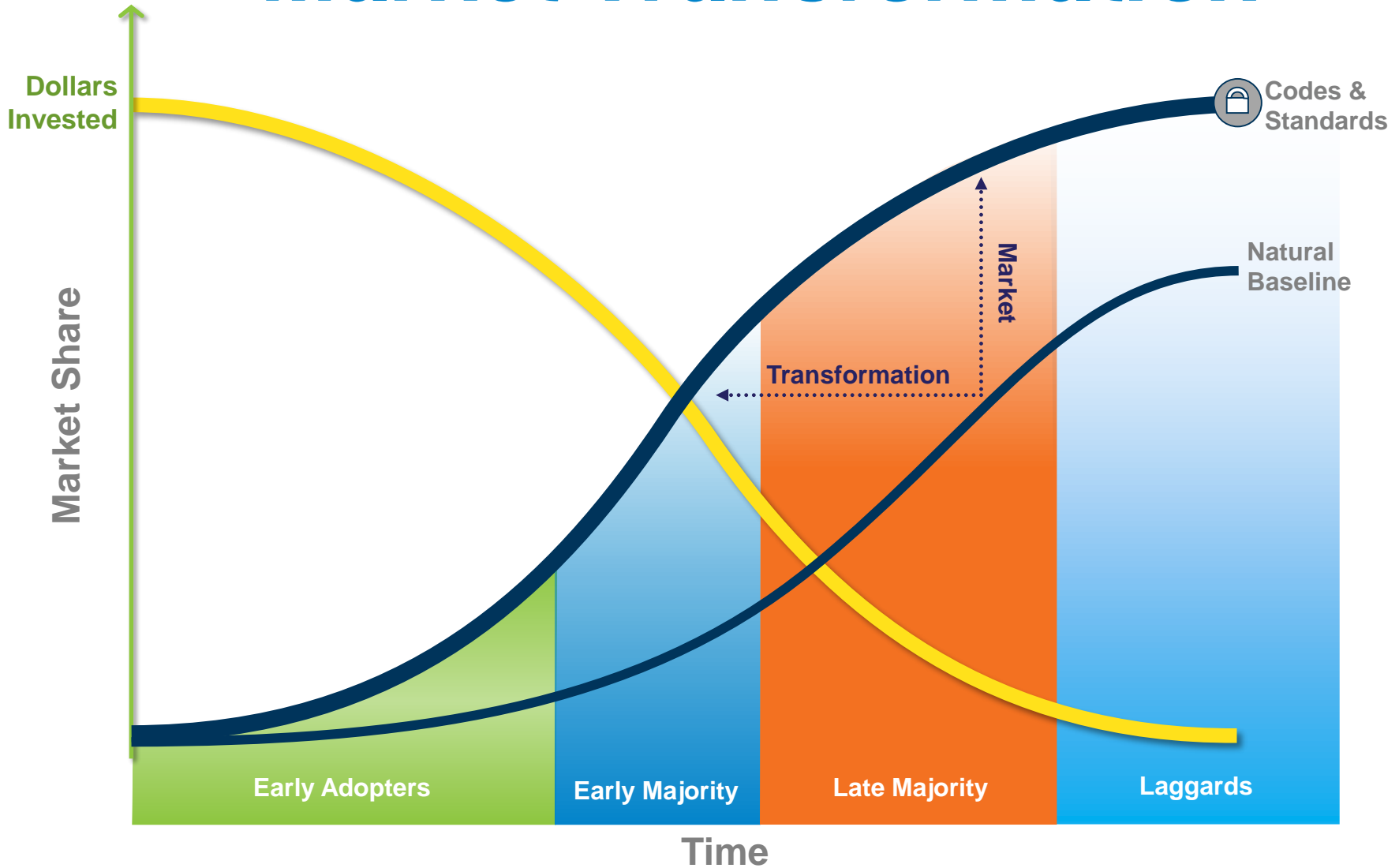# An alliance of utilities and energy efficiency organizations

Overview

- Goals of Market Transformation
- ENERGY STAR® Retail Products Platform (ESRPP)
- Sound Bar Energy Savings
- Lessons Learned

Retail Products Platform

- Midstream incentives

- Portfolio of products

- Seek to influence retailer buying and assortment practices

- Ultimate goal: influence manufacturing

Collaborating with ENERGY STAR

- Market Transformation requires scale
- Play to your strengths
- Value of ENERGY STAR brand
- If not RPP, then what?

Current Portfolio

- Sound bars
- Air cleaners/purifiers
- Freezers
- Dryers
- Room AC

- Each product has two incentive tiers (except Room AC)

History with Sound Bars

- Three years of program data
- Varied set of retailers (6 total)
- Originally included "Home Theater in a Box"
- Incentives are relatively small

Energy Savings → Evaluation

- Long-term savings from accelerated adoption
- This is not traditional resource acquisition
- Savings based on sales-weighted average unit energy consumption for each product category
- Requires use of a Market Transformation savings and evaluation approach
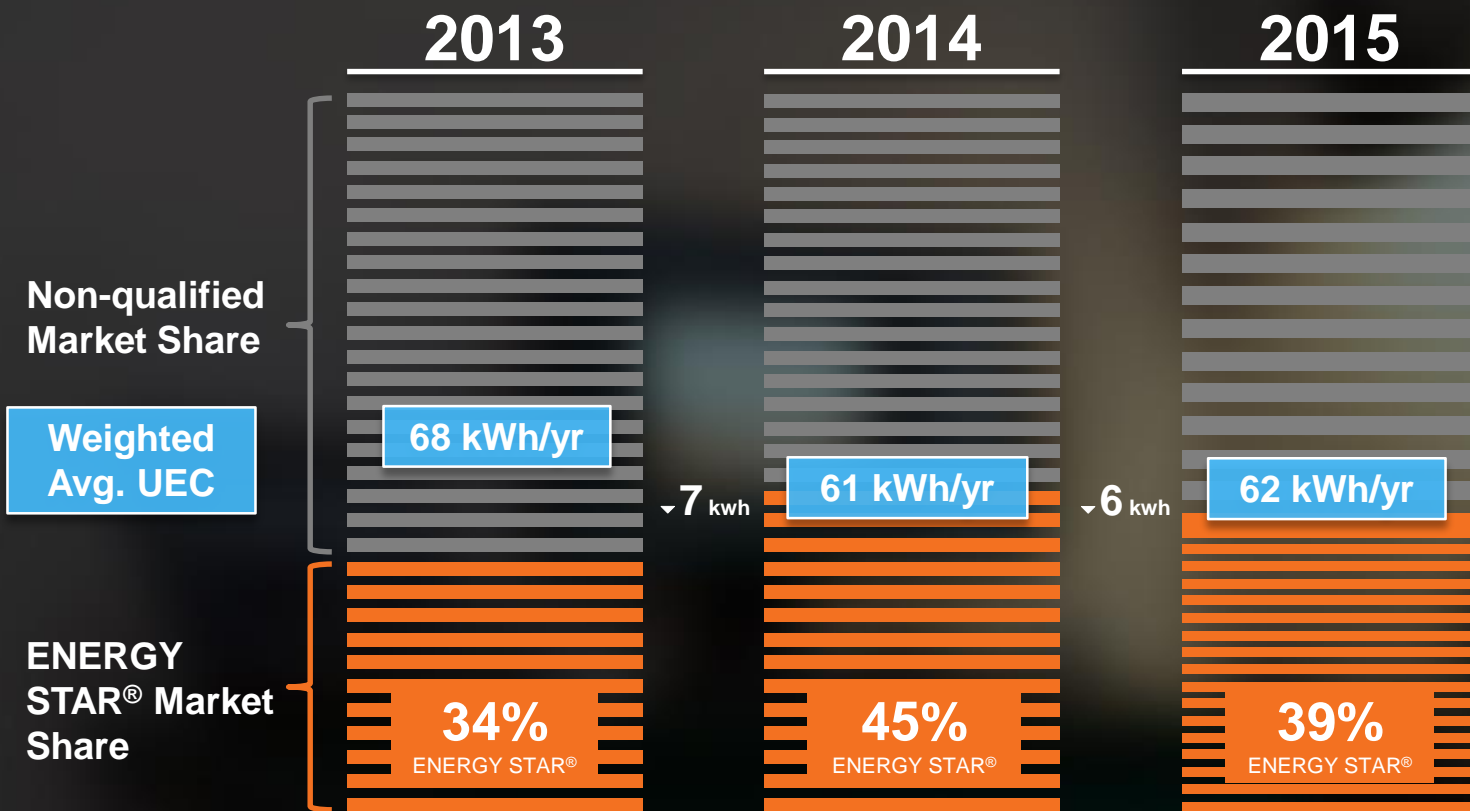
Change in Avg. UEC → Savings
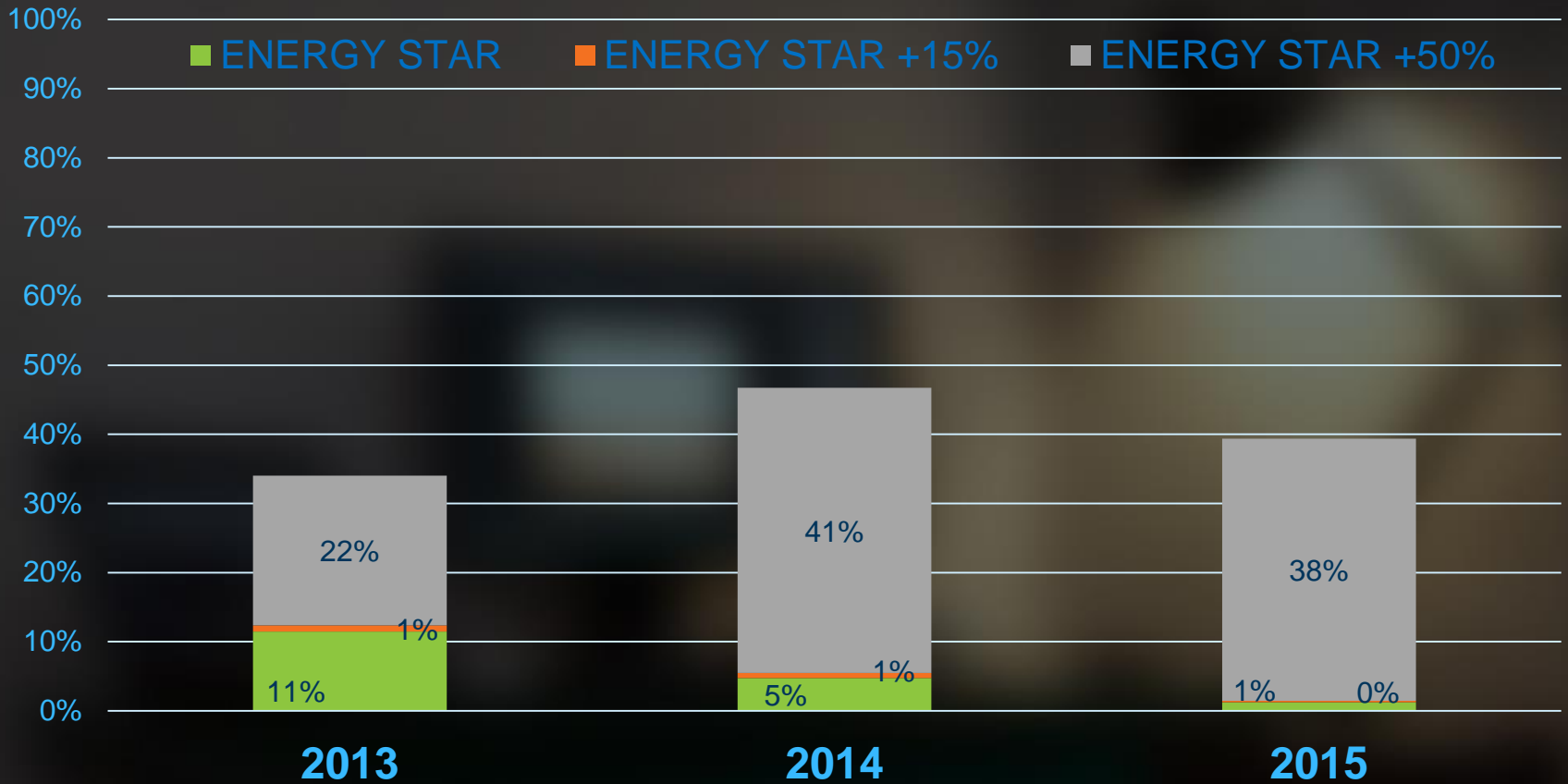
	2014	2015
Change in Avg. UEC from Baseline Year	7.1	6.4
X Total Sales	153,994	133,913
= **Savings**	**0.12 aMW**	**0.10 aMW**

Market Share

Legend: ENERGY STAR | ENERGY STAR +15% | ENERGY STAR +50%

Year	ENERGY STAR	ENERGY STAR +15%	ENERGY STAR +50%
2013	11%	1%	22%
2014	5%	1%	41%
2015	1%	0%	38%

Goal Setting → Forecasts

- Programmatic goals

- Portfolio goals

- Ultimate goal: Market Transformation

NEEA 20 Year Savings Forecast Range
76 – 202 aMW

Lessons Learned

- ENERGY STAR Audio/Video product spec
- Quickly moving technology
- Retailer mix is important
- Product models are clustered at a few levels of efficiency
- Sound bars are very promising based on our near-term savings forecasts

Thank You

Question and Answer Session