

**16 C.F.R. Part 305: Appliance Labeling Rule**  
**Proposed Rule Amendments To Require EnergyGuide Labels On Televisions, To Help**  
**Consumers With Their Purchasing Decisions: Notice of Proposed Rulemaking and Public**  
**Meeting Announcement**  
**Summary of Communications Pursuant to Commission Rule 1.26(b)(5)**

Donald S. Clark  
Secretary

## MEMORANDUM

To: Don Clark  
From: Nithan Sannappa, Attorney, Office of General Counsel  
Re: Proposed Rule Related to Energy Labeling For Televisions and Other Consumer Electronics, Comments to Be Placed on the Public Record  
Date: May 18, 2010

On Tuesday, May 18, 2010, representatives of the Consumer Electronics Association (CEA) met with FTC Chairman Jon Leibowitz, his attorney advisors, and FTC staff members to discuss the proposed rule related to energy labeling for televisions.<sup>1</sup>

The representatives stated that CEA has been a proponent of energy disclosures for many years, and supports the FTC's efforts in this area. Now that the question of how energy use should be measured has been resolved, the representatives said, the question is how these disclosures should be made.

On this question, the representatives said, CEA differs from the FTC on a few points. The representatives noted that some of their member manufacturers were opposed to adhesive labels, and preferred other methods of disclosure, such as hang tags. In addition, the representatives proposed the idea of a "Retail Mode" disclosure option. Under this option, televisions on retail floors would be set to a mode that would project the energy disclosures directly onto the viewing screen. The representatives asserted that manufacturers are designing televisions that do not have the bezel found on most televisions today, and that alternative options to adhesive labeling would provide disclosure options appropriate to these new models.

In addition, the representatives stated that CEA preferred that the final rule have a compliance date in Summer 2011. The representatives noted that if this time frame were in place, they would expect some manufacturers to begin showcasing models that complied with the disclosure requirements at the Consumer Electronics Show in January 2011.

Finally, the representatives reiterated their support for energy disclosures for televisions, and the FTC's efforts in this area.

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<sup>1</sup> In attendance from CEA were Gary Shapiro, President and CEO, Douglas Johnson, Vice President, Technology Policy, and Michael Petricone, Sr. Vice President, Government Affairs.