



Mitsubishi Digital Electronics America Inc.
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VIA EMAIL

November 4, 2009

Hampton Newsome
Attorney, Bureau of Consumer Protection
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, DC 20580
hnewsome@ftc.gov

Re: Consumer Electronics Labeling; Project No. P094201

Dear Mr. Newsome:

Mitsubishi Digital Electronics America (MDEA) is proud to be a leader in the effort to minimize the impact of electronics and manufacturing on our environment, and is pleased to participate in many “green” initiatives, including the ENERGY STAR® program.

We are proud of the energy efficiency of our televisions and believe that consumers have an interest in knowing the energy usage of televisions they purchase, and believe that MDEA’s products compare favorably with our competitors in that respect.

As we stated in our comments to the Commission last May,¹ MDEA is in favor of Commission regulation requiring energy consumption labeling requirements for televisions and television monitors. This disclosure would be beneficial to consumers evaluating products in the marketplace and would serve as an essential resource in accurately calculating operating energy costs. Such disclosure is entirely consistent with current government policies that heavily emphasize energy efficiency and the importance that consumers associate with energy efficient technologies.

We agree with the Consumer Electronics Association’s request that the Commission to hold a public workshop on this topic.² MDEA believes that a workshop would allow an opportunity to discuss the issues involved in television labeling in a public forum, and would serve to advance the process.

Please feel free to contact us if we can be of any assistance.

Sincerely,

Frank DeMartin
Vice President, Marketing
Mitsubishi Digital Electronics America

¹ See Comments of Mitsubishi Digital Electronics of America, Inc., *In the Matter of Rule Concerning Disclosures Regarding Energy Consumption and Water Use of Certain Home Appliances and Other Products Required Under the Energy Policy And Conservation Act ("Appliance Labeling Rule")*, Project No. P094201 (filed May 14, 2009).

² See Letter from Douglas Johnson, Senior Director, Consumer Electronics Ass’n to Hampton Newsome, Federal Trade Commission (Sept. 21, 2009).