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LoadDown

THE STANDBY POWER NEWSLETTER

Efficient Electrical End-Use Equipment
International Energy Agency

ASIA-PACIFIC PARTNERSHIP
BUILDING AND APPLIANCE TASKFORCE

This newsletter is supported by the International Energy Agency (IEA) Efficient Electrical End-Use Equipment (4E) Implementing Agreement and the Asia Pacific Partnership for Clean Development and Climate (APP).

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This edition of *Load Down* includes

- **Counting Down to Tokyo - More on the APEC Conference**
- **Korean Update**

Towards 1 Watt and beyond!

Alignment of National Standby Power Approaches Conference

Tokyo Japan

19-21 October 2010

Registration is now open for the APEC Standby Power Project Conference - "Alignment of National Standby Power Approaches – Moving Towards 1 Watt and Beyond". This conference has additional support from the APP Standby Project and 4E Standby Annex and will be held in Tokyo, Japan from 19 – 21 October 2010.

The conference is a great opportunity to bring together industry and government policy makers in order to gain a broader understanding of the possible approaches to reduce consumption in standby power. Participants including suppliers, manufacturers, government officials and international experts from the standby field will be in attendance.

The three day Conference will cover both technology and policy solutions with presentations from prominent experts in standby power. The program sessions are outlined below:

Day 1. Standby Technologies and Power Management Options.

The conference will begin by demonstrating some of the possibilities in component manufacturing that will enable appliances to reduce consumption in low power modes. This session will be followed with a focus on the status of product development with manufacturers and designers demonstrating the latest advances and practical ways to reduce standby and low mode consumption in their products. Day one will also provide information on retrofit devices currently available to help consumers reduce standby consumption in their existing appliances and equipment and will explore the interaction between policy and product development.

continued overleaf

Register OnlineToday

apecstandby2010.energyrating.gov.au

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Day 2. Standby Policy Approaches.

The first session for Day 2 - Importance *of all standby mode*s will look at the increasing complexity of the issue of "standby power" and other low power modes as product functionality increases. Low power mode energy consumption is driven by an increase in the number of appliances and also the diversity of their secondary functions. This session also touches on the issue of dealing with an increasing number of product modes and the variability of product designs with respect to low power modes.

The following session - *The State of Play* will provide an update from a number of measurement projects from around the globe and look at the current status and trends of standby power consumption with the latest information on the new edition of IEC62301 also being provided.

The final two sessions of Day 2 - International *Policy Developments* will be dedicated to the important area of current and proposed policy developments. The sessions will aim to provide an overview of what has been happening globally in the area of international policy development in recent years. This will then be supplemented with more detailed presentations of the many and varied policy approaches that are being developed and implemented in specific regions, including an examination of the issue of networks.

Day 3. Alignment of Standby Policy Approaches & Technological possibility.

On the final day two short workshops will pull together all the important elements revealed at the conference and will look forward at future directions and ways to achieve long term objectives. The *Policy Approaches Workshop* will allow participants' to discuss policy initiatives and issues that need to be resolved in the standby policy area. The outcome will be the production of a public report which can assist APEC countries address the issue of standby power.

The *Technology Options Workshop* will allow participants' to compile information on the latest technological developments and identify issues, products and areas that still need to be addressed through innovation and design. The workshop will also consider options that may assist in future diffusion of advanced product designs and components into the market place. A public report will document these deliberations and proposed approaches in a way that will assist APEC manufacturers tackle the issue of standby power.

The Conference is free to attend. More detailed information including online registration can be found at: http://www.energyrating.gov.au/standbydata/apecstandby2010.html

Please Note:

***The Alignment of National Standby Power Approaches* Conference is conveniently scheduled between the APP Delegates Meeting on Monday October 18 and the IEA 4E Standby Annex on Friday October 22.**

KOREAN UPDATE – From Energy Boy to Warning Labels

Korea is again demonstrating its stance as a world leader in the area of standby power. This year they will add another twelve products to their Standby Warning Label Program.

In 2007 Korea took the decisive, fast and highly visible approach of applying bright yellow labels to products, identifying those that failed to meet the government's 2010 standby energy goal. Once products are included in the Standby Warning Label program, manufacturers and importers must report the standby power and display the warning label on those items that do not meet the required standards of standby power reduction.

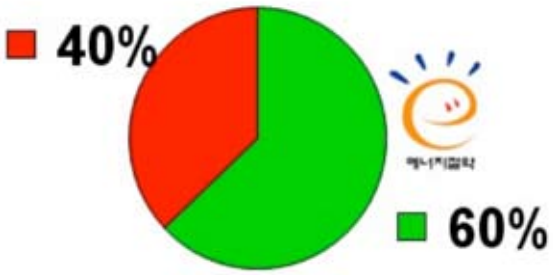
The Standby Warning Label program, the first in the world, was initially applied to televisions in 2007, then to computers, monitors and printers, multi-function devices, set top boxes and microwave ovens in 2008. In 2010, twelve more products will be included in the Standby Warning Label program including: fax machines, photocopiers, scanners, video recorders, home audio products, DVD players, radios, phones, bidets, modems and home gateway products.

Korea has been at the forefront of standby power initiatives demonstrated in 2004 when they became the third country to announce their plan to implement the IEA standby power target of 1W. Since then numerous programs have been introduced to meet this end. KEMCO introduced the Energy Boy program first, a voluntary labeling scheme applied to products consuming 1W or less in standby. This labeling scheme was available on approval for 22 different product types including, televisions, DVD players and recorders, home audio products, home theatre systems, microwave ovens, photocopiers and scanners.

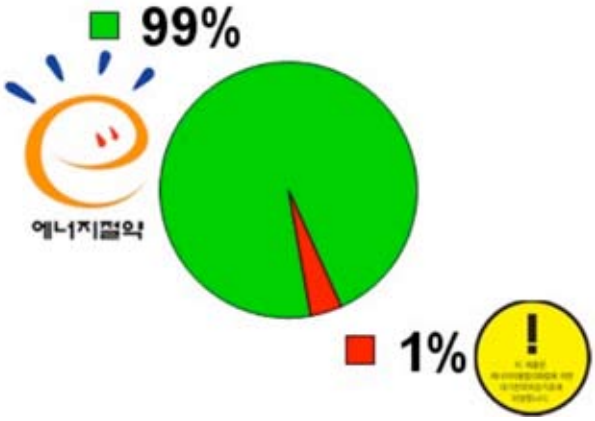
Enhancing the Energy Boy Program from 2005 a procurement program was introduced where government departments and agencies gave priority to purchasing products with standby power below 1W. Although the combined effect of these initiatives led to the Energy Boy labeled products gaining a 14% market share, KEMCO wanted to escalate their efforts towards achieving the target of standby power below 1W for all electronic products by 2010. Hence the introduction of the Standby Warning Label program.

The success of the Standby Warning Label program is clearly demonstrated by the analysis of production and sales of seven of the products designated as 'target products' - televisions, computers,

Before Warning Label Program



After Warning Label Program



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monitors, printers, multi-function devices, set top boxes and microwave ovens. The market share of products with low standby power has increased from 60% in 2008 to 99% in 2009 (Source KEMCO 2010) with products with the warning label only accounting for 1% of the market.

In comparison the twelve products, that have only been part of the voluntary energy boy program, currently account for only 26% of the market. KEMCO expects the 2010 inclusion of these products into the warning label program, will see market share increase from 26% in 2009 to above 90% in 2010.

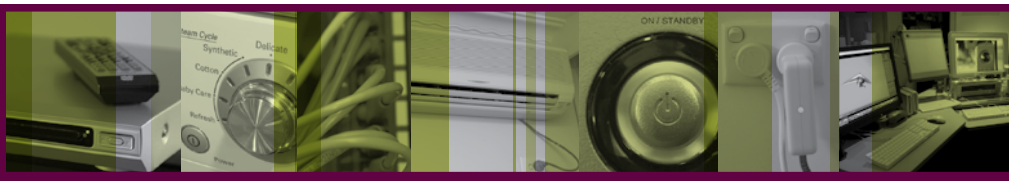
(For more information on these programs and the Korean standby strategy go to www.kemco.or.kr)

Standby Warning Label New Products 2010
Fax Machines
Photocopiers
Scanners
Video Recorders
Home audio products
DVD players
Radios
Phones
Bidets
Modems
Home gateway products

Next Edition.....

- **Tokyo outcomes**
- **Indian Store Results**
- **Network Standby - Solving the Mysteries**

Send us an email at energyrating@climatechange.gov.au if you have suggestions for topics for the next newsletter.



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