

Case studies: How ICT is helping to deliver the low carbon economy

Title: SmartPower



Company: Philips

Summary of what has been achieved

Parties involved:

Sector/s:

Approx scale:

Outcome:

This one innovation can save you up to 50% on in-use energy costs.

Philips Consumer Lifestyle.

Hotel, hospitals, airports and schools among others.

Worldwide

Over seven years, that translates into nearly \$14,065 worth of energy savings for a 100-room hotel.

Key Objectives

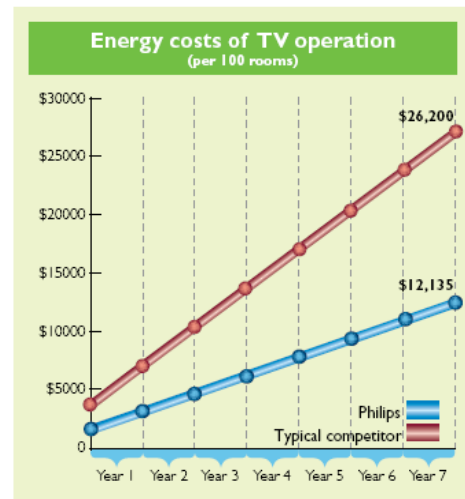
The objective of this technology is to reduce TVs energy consumption in places where they are placed in different locations, requiring a diverse display intensities and usage hours.

Description

People and businesses require TVs characterized by their low energy usage and, consequently, reduced cost of ownership over lifetime. With SmartPower the backlighting intensity can be altered on the TV, reducing power consumption by up to 50%. A special energy-saving program allows the TV to be switched off automatically when not in use. This not only conserves energy but also helps extend the product lifetime.

Environmental Benefits

Our commercial TVs are lead-free and RoHS compliant, and employ a green power system called SmartPower that uses less power while the set is in use, and turns the set off automatically when it's not. This one innovation can save you up to 50% on in-use energy costs. Over seven years, that translates into nearly \$14,065 worth of energy savings for a 100-room hotel.



SmartPower equals huge savings over time!

With Philips TVs, you save \$14,065 in energy costs per 100 rooms.

Scope for further work identified

The next step would be to use sensors that detect the presence of people and vary their intensity accordingly.