

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

Title: Reduction of power consumption of TVs and DVD players.

SONY

Company: Sony

Summary of what has been achieved Dramatic reduction in energy demand of TVs in standby mode
Parties involved: Sony
Sector/s: Consumer Electronics
Outcome: Reduction in standby energy demand of 93% since 1996 and reduction of 20% in operation mode simply by changing default settings.

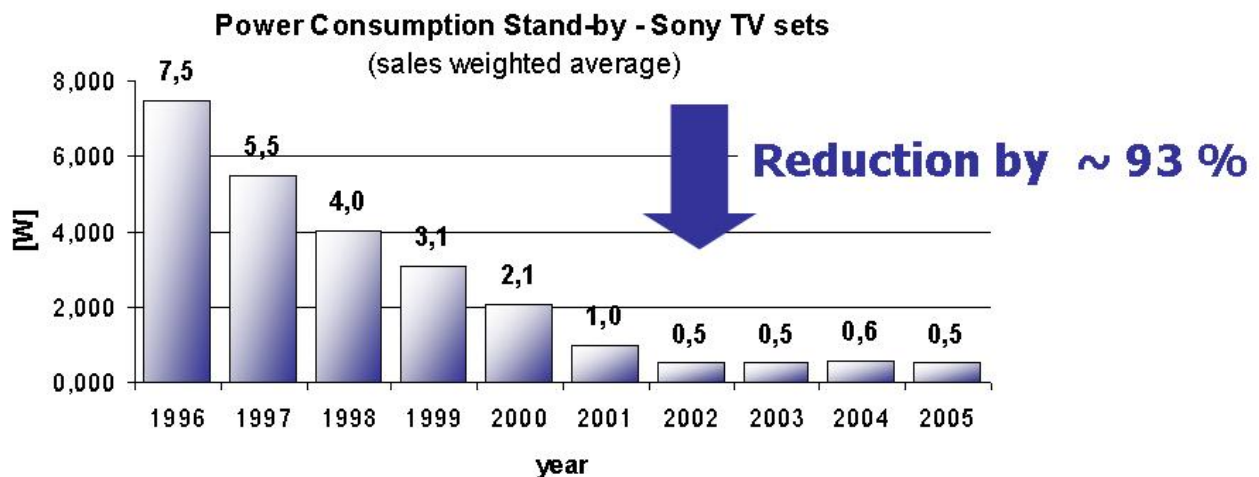
Key Objectives

To minimise the energy demand of TV and DVD products, both in standby and operating mode.

Description

BRAVIA TVs:

As of February 2007, all Sony BRAVIA LCD televisions sold in Europe achieved a standby power consumption below 1 watt, while many models are below 0.3 watts – substantially below the industry average. Models such as KDL-52X3500, KDL-40X3500, KDL-40W3000, KDL-40D3000 (winner of the EISA Best Product Green Television Award) and KDL-26S2010 all operate at 0.3W in standby mode. Sony has reduced TV standby power consumption by over 90% over the last ten years.



Operating Mode

Sony has also drastically reduced the power consumed in operating mode. TV producers historically ship their products in a bright picture mode most suitable for display in brightly-lit shops, but the brighter the picture settings the higher the power consumption. As independent studies have shown that the majority of customers do not modify the picture settings from those in which they were originally shipped from the producer, then from P3000, U3000, B4000 series and subsequent models, Sony gives the user a choice of "home" or "shop" modes upon first switch-on. This results in a saving of more than 20% in power in operating mode and raises awareness among consumers about the fact that they can actively contribute to reducing power consumption of electronic products.

In addition, many BRAVIA models consume less in on mode when the set's innovative power-saving

Sony TV Case Study continued

ambient light sensor is activated.

Sony also makes considerable efforts to limit the standby power consumption of other products. All Sony DVD player products for example operate at under 0.1 watts in standby mode.

Environmental Benefits

Efficiency gains of around 93% in energy demand in standby mode have been achieved over the last 10 years. Energy demand during on mode has also been reduced by around 20% simply by providing a clear choice between settings at first switch-on.

Scope for further work identified?

Work is continuing, to build on these successes and reduce energy demand even further during both standby and on mode.