

ENERGY MATTERS

An Energy-Efficient Way To Switch To Digital TV

(NAPSA)—There's good news for budget-minded consumers who want to keep using their analog TV sets once the national switch to a digital signal takes place.

Experts say that an energy-efficient digital TV converter box can be an affordable way to make the transition for consumers who rely on "rabbit ears" or an outdoor antenna for television reception.

To make the converter box even more affordable, there is a government program that will issue a \$40 discount coupon that can be applied to the cost of the device.

There are even options for consumers who want an alternative that's energy efficient and affordable. For example, according to the U.S. Department of Commerce, which manages the government's digital TV coupon program, the Zenith converter box (model DTT901) consumes less energy in "on mode" than any other converter eligible for the \$40 federal government discount coupons.

It is also said to perform even better than the guidelines called for by the Environmental Protection Agency's Energy Star program, which stipulates conservative energy use in both the "on mode," when the box is in use, and in the "sleep mode," when the converter box is not in use.

"It was common for many converters or similar set-top boxes globally to consume 17 watts in the 'on mode' before the Energy Star program was expanded to include converter boxes. We've been able to trim energy consump-



Good news: There are energy-efficient converter boxes on the market that qualify for the \$40 government discount coupon.

tion by more than half for consumers who purchase converter boxes with the Energy Star label," said Katharine Kaplan, Energy Star product manager.

Those who want to manage the move to digital by purchasing a new television may want to visit the Web site of the Energy Star program, which has the latest listing of energy-efficient television sets by brand and by type of display.

Consumers may be surprised to learn that there are also energy-efficient alternatives when it comes to digital televisions with plasma screens. Plasma HDTV products consume less power than ever before, thanks to engineering designs that optimize picture performance while reducing overall power consumption.

For instance, one such efficient plasma TV display is the 42-inch widescreen LG model with an "on mode" power consumption of only 175 watts and a standby power mode of less than 1 watt.

To learn more, visit www.Zenith.com/dtv and www.dtvtransition.org.