

EuP Sound and Imaging Equipment (ENTR Lot 3)

Draft Minutes of First Stakeholder Meeting

12 May 2009, Brussels

Participants

Representatives of:

- The European Commission
- NEC
- Pioneer
- Cisco
- Epson
- Toshiba
- Sanyo
- Microsoft
- Sony
- Hitachi
- EICTA
- High End Society
- Crowell & Moring
- Zetacast/DIF
- SGS Belgium
- Swedish Energy Agency
- Danish Energy Agency
- Senter Novem
- ECOS
- Federal Public Service Belgium
- The consultants – AEA and Intertek

Overview

Lot 3 comprises four product types:

- Video players/recorders,
- Projectors,
- Games machines,
- Digital picture frames.

For each of these product types, the workshop discussed progress against:

- Task 1 – Product definition,
- Task 2 – Economic and market analysis,
- Task 3 – User behaviour.

Presentations discussed at the workshop are available to view at:

www.ecomultimedia.org

1. Video Players/Recorders

Product Definition

A tentative definition was put forward as being:

- A video player/recorder is a stand alone device which:
 - Decodes video signals to a separate display from pre-recorded media via an integrated media interface such as an optical drive, or HDD interface
 - Has an integrated audio amplifier (option)
 - Has no tuner unless it records on a removable media in a standard library format
 - Is designed to be primarily mains powered

Several discussion points arose regarding the definition as follows.

1. How will the work differentiate between 'complex set-top boxes' (CSTBs) and 'video players/recorders' (VRs)?

The differentiation between complex set top boxes is made by the qualification that a CSTB *"does not record on a removable media in a standard library format"*. This feature was specifically excluded from the EuP set top box definition.

2. Are professional products included? (for example, CCTV recorders)

The definition as presented would include professional products. But it would be helpful if participants could provide information describing such products that would enable the team to determine more clearly the similarities and differences. Some participants thought it helpful to differentiate such products as their use pattern is very different. The first screening at end of task 1 will consider the environmental impacts and potential of improvement of such different use patterns and technologies.

3. Are solid state memory devices and any media interfaces included?

As described, the definition includes such devices and all media interfaces, including networking interfaces and USB.

4. Why including devices with audio-amplifier capability as an option?

Excluding audio-amplifiers may be an issue as some DVDs have a built-in amp. The use of 'integrated' in the definition was questioned, is it necessary? It is not clear whether home cinema products are included. A possible way forward is to include products with amplifiers but to exclude the energy consumption due to such components. More work and discussion is required. The draft audio/video specifications from US Energy Star and the related consultation, e.g. on the function matrix, will be taken into account.

5. Does the definition exclude streaming devices?

Under the proposed definition, streaming devices would be excluded since they do not feature a media interface and are therefore very low power consuming devices. This also avoids potential overlap with set top box 'thin clients'. Thin client devices for use with master CSTBs that stream are covered in that EuP study. It is unlikely that a VR will stream to associated thin client devices but wireless HDMI developments may change this and the consultants rely on stakeholder feedback to qualify this if necessary.

6. Including a criterion for the products to be 'mains powered' may not be adequate. Battery powered products may be left plugged into the mains all the time.

For the study as a whole, the approach proposed is to exclude products that are primarily designed to operate on batteries because:

- Primarily mains powered products include products powered by external power supplies and products with battery facilities that spent most of the time on mains,
- Batteries are covered by the Batteries Directive,
- Primarily battery powered products are designed to be energy efficient to obtain the longest period possible on a single battery charge.

Markets, Trends, Consumers

The consultants outlined a need for more market data and insights into how the technology may develop. An anticipated trend is towards High Definition and internet access. EICTA stated that probably no new investments in DVD players will be made. Participants were asked if they could provide information in the next few weeks. In the absence of information the team will develop assumptions and use these to inform the stock model work in later Tasks.

In terms of trends, home cinema products may develop in future to have a recorder function. It would be helpful to consider the Energy Star approach – focus on product functionalities. The Japanese Top Runner standard for DVD recorders will also be taken into account. The consultants agreed adding that their work also needs to consider other EuP studies (e.g. computers, set-top-boxes, TV, standby, EPS) to avoid duplication. Quick start standby consumption needs attention.

The team has found little information regarding usage patterns and welcome stakeholder input in this regard.

2. Projectors

Product definition

A tentative definition was put forward as being:

A projector is a primarily mains powered, optical device, for processing analogue or digital video image information, in any, broadcasting, storage or networking format, to modulate a light source and project the resulting image onto a viewing surface, such as a screen or wall. Audio information, in analogue or digital format, may be processed as an optional function of the projector.

To this a proposed short list of products proposed for exclusion was presented:

- Film projectors,
- Rear projection TV (covered by the EuP TV measure),
- Primarily battery powered hand held devices (for the same reasons as noted for video players),
- Professional e-cinema products (feedback provided from stakeholders suggests this is appropriate, subject to confirmation by first screening at end of task 1. Further e-cinema products are part of a non CE-marked installation that includes other equipment such as cooling).

Several discussion points arose regarding the definition as follows.

1. Are battery powered devices excluded?

Yes they would be for the same reasons to the exclusion in video-players (see 1.6). The workshop agreed that focussing on mains power was appropriate and that battery powered devices could be excluded.

2. Inclusion of 'screens' in the definition

Suggestion made that the phrase '...project image onto a screen' should not be limited to screens but could also include walls. The team agreed.

3. Exclusion criteria of products

The team explained that the proposal to exclude products with brightness > 5000 ANSI lumen was received via the questionnaire feedback provided by stakeholders. It is an arbitrary categorisation developed and adopted by ecolabel schemes (Blue Angel, Korea Eco-Label, Taiwan Green Mark). Participants agreed that having a cut-off was sensible but maybe the cut-off value would be better placed at a slightly higher level. One or two producers have products for office use that are close to 5000 ANSI lumens and they would like them to be included in the scope. Although a limit of 5100 ANSI lumens would facilitate this case, the categorisation would remain arbitrary and may not be robust enough regarding new developments such as ultra short throw lenses. The team will reconsider the criteria to exclude products, reflecting not significant environmental impact or minor potential for improvement.

4. High definition professional products

Some products use very high definition technology finding use in particularly exacting applications such as medical devices and flight simulators. They are clearly professional products and consideration should be given to excluding them. There was broad agreement on this point but caution was suggested in the using the term 'professional' – how is it defined? CENELEC standards may give a guideline for a definition.

5. Other performance parameters

Participants thought that noise is not an issue for the product group – these are not noisy products. However, before noise may be declared as ecodesign parameter to which no ecodesign measurement is necessary, a quantified analysis should be carried out in task 4 (noise level in dB(A)). The team were asked to consider a product's colour gamut further and whether this needs to be included, compared to Watt/lumens. The quality of the lens system affects performance however, the on-cost of high performance optics can be significant. The team agreed to investigate and welcomed comment in due course from participants.

6. Technology trends

Attention needs to be paid to LED not only its potential energy saving but also the fact that as a modulated technology, its behaviour could affect performance tests. "Short-throw" projectors will become more important in the market and need further consideration by the team. Built in DVD or Blu-Ray or multi-media connectivity is a possibility.

7. Market and use data

The team presented outline data but as for the other products, appealed to participants for more market and use data and/or comments whether the data presented is representative of the EU situation.

3. Games Machines

Product definition

A tentative definition, based on Energy Star (which is scheduled for finalisation in July 2010), was put forward as being:

A Game Machine is a primarily mains powered stand alone device which is marketed as a product providing video game playing as its primary function through a display screen and which has the following features:

Hardware architecture:

- CPU
- System memory
- Video architecture
- Network architecture
- Optical drives (to be defined)
- Hard drives or other internal memory (optional)
- Mains connected internal or external power supply unit

Input devices:

- Typically hand held controllers rather than keyboard or mice.

Optional secondary functions:

- Optical disk playback
- Digital picture viewing
- Digital music playback
- Internet browsing

Software:

- Console specific operating system

The team suggested the definition ought to be qualified to exclude battery powered devices and thin clients:

- Battery powered products with integrated screens
- Conventional personal computing operating systems
- Systems primarily powered through internal batteries

On this and the market and trends information presented, several discussion points arose.

1. Why are battery powered hand held devices excluded?

For the same reasons to the exclusion in video-players (see 1.6).

2. Next generation products

Will there be a waste peak when the new generation of consoles are marketed? The group was not sure as consumer behaviour will be a significant influencing factor. Perhaps rather than discarding older products, they will be sold to another owner and thus have a second life. Another commentator suggested that the old product will be given to family or friends or used in another room in the same house in much the same way as old TVs continue to be used. The team outlined that further information will be gathered to inform subsequent tasks.

3. With only 3 major producers, how will the team develop the Base Case?

The team recognises the issue – a new approach will be applied.

4. Developments

Energy Star is expected to develop criteria for games machines within a year. The idea of an auto-power down function warrants further investigation by the team, considering what has already been done in the EuP standby measure. In terms of technology trends, the products are likely to have processing linked to a data centre in the future and could see further multi-functional developments, such as built in video players or display screens.

4. Digital Picture Frames

Product definition

A tentative definition was put forward for discussion.

A product that:

- Stores digital images/video internal or external memory
- Displays digital images/video internal or external memory
- Uses a display screen
- Primarily mains operated

Broadly the workshop was content with the definition.

1. Market information

This is a fairly new product first appearing on the market in 2005. The product genre was developed to provide a "second life" for existing manufacturing lines for displays of smaller size and/or superior quality. The team outlined that in the majority of cases the person who purchases the product is not the user. There is a sales peak near Christmas suggesting the products are a popular gift. DPFs are not built in the EU¹. The vast majority are imported from China. The external power supplies used are generally of good energy performance².

2. Energy performance

The display is responsible for most of the energy consumption in use. It would be relatively straightforward to control this with a timer turning the product into sleep mode after two or three hours (with manual override). There may be an issue though with DPFs used as shop displays in professional applications. In terms of functionality, the workshop concluded that DPFs could be brought within the remit of the scheduled computer monitor EuP measure and that US Energy Star requirements on displays could be applied. Differing features to computer monitors such as internal memory or display size will be tackled.

3. Functionality

DPFs fitted with a tuner are TVs and should be treated by the EuP television measure. DPFs with features such as GSM to receive picture data via a GSM network should be allowed to switch on for one hour as it is scheduled for EPG reloading of complex STBs. Since connection to the GSM network has to be opened manually, these should have the factory setup with auto switch off after 2 hours as suggested above. DPFs with DECT modules should return to Off-mode after the call.

New general power consumption allowances should be given for additional features as this will help to provide these features using more efficient technologies.

5. Concluding remarks and next steps

Stakeholders were assured that they still have time to reconsider the product definitions put forward for video players/recorders, projectors, games machines and digital picture frames until the next stakeholder meeting in autumn 2009 and that results of tasks 2 to 7 will feed back in the definitions. Stakeholders are invited to cross-check the proposed definitions between the

¹ The market leader in liquid crystal production and several importers confirmed that there is no DPF manufacturer in Europe and all DPFs are imported..

² There is only one DPF with internal power supply known. It is an 81 cm device that is sold in extremely low volumes of not more than 1000 pieces due to its high price of 1400 €. There are 2 issues for EPS: 1) EPS provide more flexibility for manufacturers, and 2) Mains cables used for internal power supplies are much bigger in diameter than low voltage cables

four sound and imaging product groups. The consultants' work will compile an evidence base for the Commission who will consult stakeholders also in the Consultation Forum after the preparatory study has completed, provided that the study results recommend an ecodesign measure.

Regarding the availability of market data, the workshop advised the team to use market data where available from other EuP Preparatory Studies.

The participation of workshop attendees and those that have completed questionnaires was gratefully acknowledged by the team.

Product, component and function definitions will be refined to take account of workshop feedback, Energy Star and Top Runner as appropriate.

The Task 2 and 3 reports will be uplifted to the website in the next few weeks. Stakeholders will have 4 weeks to pass comments to the team, counting from the date of the notifying eMail.

Work will start on Task 4 (Assessment of Base Case) and Task 5 (Analysis of BAT and BNAT). A second questionnaire will be circulated by the end of June seeking product Bill of Material data – the team will include the MEEuP materials spreadsheet so that people can see the level of detail sought – it is concerned with the amount of steel, plastic etc and not the number of resistors, chips and so forth.

The next stakeholder meeting is tentatively planned for **November 2009**, subject to room availability in the Commission.

Contact Person: Steve Ogilvie, AEA; steve.ogilvie@aeat.co.uk