

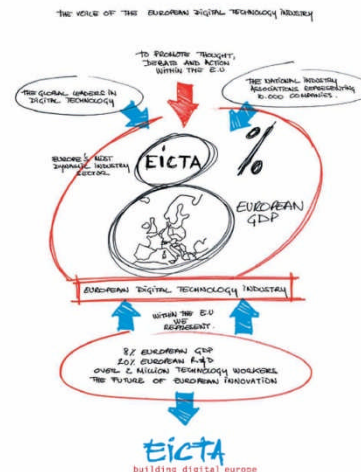
EICTA's view on Energy Star

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TELECOMMUNICATIONS TECHNOLOGY.//.CONSUMER ELECTRONICS.//.INFORMATION TECHNOLOGY

19 March 2007 – Mini-Hearing European Parliament



EICTA is...

38 national digital technology associations from 27 European countries

over 55 direct company members;

more than 10,000 enterprises in Europe;

two million employees and revenues of over €1000 billion;

The voice of the European digital technology industry...

TELECOMMUNICATIONS TECHNOLOGY.//.CONSUMER ELECTRONICS.//.INFORMATION TECHNOLOGY

Austria: FEEI; **Belgium:** AGORIA; **Bulgaria :** BAIT; **Czech Republic:** SPIS; **Denmark:** ITEK, IT-Branchen; **Estonia:** ITL; **Finland:** TIF; **France:** ALLIANCE TICS, SIMAVELEC; **Germany:** BITKOM, ZVEI; **Greece:** SEPE; **Hungary:** IVSZ; **Italy:** ANIE, AITech-ASSINFORM; **Ireland:** ICT Ireland; **Latvia:** LIKTA; **Lithuania:** INFOBALT; **Malta:** ITTS; **Netherlands:** ICT-Office, FIAR; **Norway:** ABELIA, IKT Norge; **Poland:** KIGEIT, PIIT; **Slovakia:** ITAS; **Slovenia:** GZS; **Spain:** AETIC, ASIMELEC; **Sweden:** IT Företagen; **Switzerland:** SWICO, SWISSMEM; **Ukraine:** IT Ukraine; **United Kingdom:** INTELLECT; **Turkey:** ECID, TESID, TÜBISAD

Adobe, Agilent, Alcatel-Lucent, Apple, Bang & Olufsen, Blaupunkt, Brother, Canon, Cisco, Corning, Dell, EADS, Elcoteq, Epson, Ericsson, Fujitsu, Hitachi, HP, IBM, Infineon, Intel, JVC, Kenwood, Kodak, Konica Minolta, Lexmark, LG Electronics, Loewe, Micronas, Microsoft, Motorola, NEC, Nokia, Nortel, NXP, Océ, Panasonic, Philips, Pioneer, Qualcomm, Research In Motion, Samsung, Sanyo, SAP, Sharp, Siemens, Sony, Sony Ericsson, Sun Microsystems, Symantec, Texas Instruments, Thales, Thomson, Toshiba, Xerox

Benefits of Energy Star



Voluntary programme

Global harmonisation of technical specifications

Strong industry participation

Significant energy efficiency improvements



Energy Star moves the market



Large visibility in business and public sector



Applications:



(public) procurement



International standards



(ECMA-370, IEC, 62075, IEEE 1680)



Potentially EUP implementing measures

New EU-US agreement on Energy Star



Moved from inclusive to exclusive criteria (target: 25% of products)



New ambitious criteria

	<u>Tier 1</u>	<u>Tier 2</u>
Displays:		1 January 2006
PCs:	20 July 2007	1 January 2009
Printers:	1 April 2007	1 April 2009



New product categories under study (2009):



Servers and Data centers



Thin Client computers

Recast of Regulation



EICTA supports the Commission proposal



Benefits:



Better decision making



Faster revision of criteria



EICTA urges rapid adoption of the regulation

Thank you for your attention!