



# California Energy Commission Efficiency Committee Scoping Workshop for Appliance Efficiency Regulations

Steve Dulac  
Director, Engineering

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- **Founded in 1990, DIRECTV is a California-based company that delivers satellite-based television services to U.S. and Latin America customers in homes and businesses. Our operations include some of the world's most advanced technologies in the delivery of a premier video experience along with industry leading customer service ,**
- **With our national headquarters located in Los Angeles, DIRECTV is the 14th largest employer in California and has more than 5,000 employees and approximately 30 facilities located throughout the state, which includes both the U.S. and Latin America Broadcast Centers. In addition, DIRECTV's satellites are all built in California.**
- **Today, DIRECTV is the largest pay-TV provider in the world with 30 million customers in the US and Latin America, over 2 million of whom live in California.**
- **Even in this challenging economic climate, DIRECTV remains committed to growing its presence in California and creating jobs in the state -- both jobs at DIRECTV, and of dealers, independent contractors, and people who build and service satellites.**



Big Picture. Small Footprint.

DIRECTV's energy efficient receivers save customers money while protecting the environment. For the second straight year, we stand alone among TV providers recognized by ENERGY STAR®



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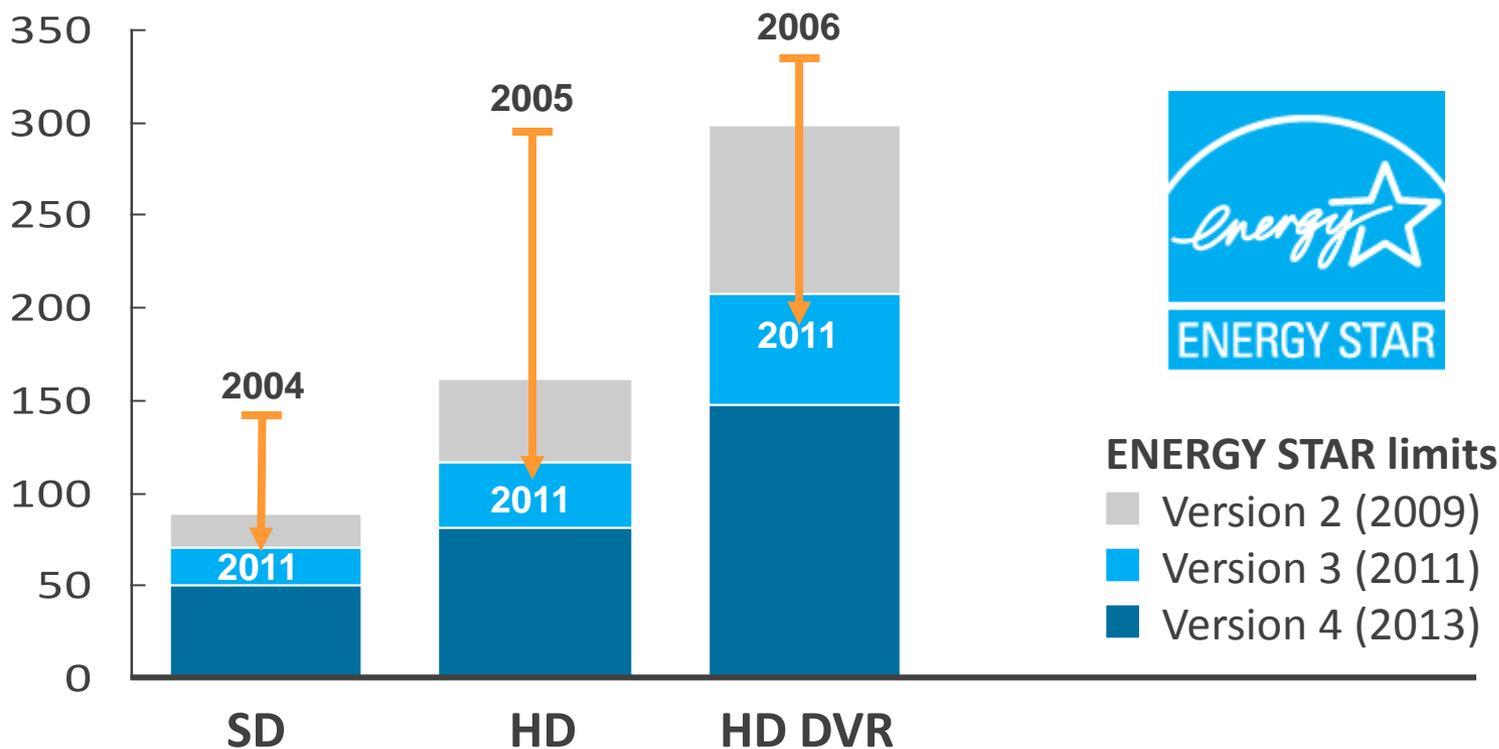
## ENERGY STAR

- Service Provider Partner since 2009
- Set-top Box Manufacturer Partner since 2009
- 2010 & 2011 Awards for Excellence in Energy Efficient Product Design

***DIRECTV joined the ENERGY STAR Set-Top Box program upon its inception, and by the end of 2011 will have delivered more than 30 million ENERGY STAR qualified receivers to customers.***

## Typical Energy Consumption (TEC) kWH/year

Change in energy consumption  
from 1<sup>st</sup> generation to current



**Current DIRECTV models have substantially better energy consumption than 1<sup>st</sup> generation DIRECTV models, while adding more functionality and processing power**

## Multi-Room

- The new DIRECTV HR34 “Smart Box” works directly with TVs capable of supporting the new RVU industry standard (e.g. Samsung 32” TV model UN32D6000).
- DIRECTV’s Smart Box will roll out nationwide in October 2011.

*The new DIRECTV HR34 “Smart Box” multi-room architecture allows a service provider to deploy only one set-top box in the home while still being able to serve TVs throughout the home. In other words, a family with four television sets would need only one set-top box for the entire house. That means three fewer boxes and significant energy savings.*



**Samsung RVU Capable TV  
(32” model UN32D6000)**



**DIRECTV HR34 “Smart Box”  
(RVU Server)**



[www.rvualliance.org](http://www.rvualliance.org)