

## Prime Time Energy Savings: Choosing the Right TV for ALL the Right Reasons!

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From the Discovery Channel to the Super Bowl, everything looks better on a high-definition television (HDTV). If you're in the market for an HDTV, look beyond the screen size and resolution; TVs vary widely in energy consumption, and a lower electric bill can make for a prettier picture. Currently, the two most popular HDTV options are liquid crystal display (LCDs) and plasma; according to research by online electronics expert CNET ([www.cnet.com](http://www.cnet.com)), LCDs are about 20 percent more energy-efficient per square inch of screen size compared with plasma.

Even more efficient are new "micro display" rear-projection TVs (RPTVs). A 56-inch RPTV costs approximately \$50–\$60 to run over the course of a year, compared with \$150 per year for a similarly sized plasma TV. Also look for the Energy Star logo, which means the television uses 30 percent less energy than a standard model. Whether your TV is old or new, there are additional ways you can reduce your electricity consumption. First, plug your TV and everything connected to it—such as a DVD player, video game console, or stereo—into a power strip, and turn it off when not in use. These appliances draw power even when turned off, wasting energy and money; turning off the power strip disrupts the current. If you own an LCD TV, you may also be able to turn down the backlight; in addition to reducing energy consumption, a less bright display may yield a better picture. So sit back, relax, and enjoy the show—and the energy savings!