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Michael Kanellos | October 19, 2009 at 1:52 PM

## How to Reduce TV Power? Film!



Last week the California Energy Commission held a hearing on a plan to implement energy efficiency standards in TV that would cut power consumption in TVs by 33 percent by 2011 and 49 percent by 2013.

It's been a hot-and-heated debate, and the two sides are no closer to agreement.

3M, though, says it can help. The company has come up with another optical film in its Vikuiti line of films that can reduce the power consumption of LCD TVs measuring 40-inches across or less by up to 32 percent without compromising brightness. (Brightness is a big issue. Some TV makers have come up with green settings for TVs that just turn down the lights and hence compromise viewing.) The company, along with others, has produced a number of films like this over the years but every bit helps.

The TV battle is an interesting one. The CEC says TV makers are complaining too loudly. Over 1,000 TVs already meet the standard. True, say TV makers. TVs in fact have been dropping **drastically in power consumption** – the story contains a number of interesting stats. Check out this [video of a 32-inch Hitachi TV that consumes only 32 watts of power](#). There's no need to regulate us, they claim. If that's the case, the CEC responds, then this shouldn't be a burden.

EPRI says that nearly 30 billion kilowatt hours could be abated by 2030 by more energy efficient TVs and monitors.

The company will show off the film at a show later this month in Yokohama along with a film for 3D handhelds. 3D TV is coming, people, whether you like it or not. I just got back from Japan and saw high-quality 3D sets from Toshiba, Panasonic, Sharp, Sony and others. The first ones will be released early next year and the experience is far better than the old 3D. Some require content to be 3D-ized for them but others can render 2D video into 3D on their own.

Imagine it. Brideshead Revisited – in 3D!

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