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Tech Lauds Effort Leading to California's Historic Computer Energy Efficiency Regulation

Collaborative effort yields standard to reduce computer power usage by 50%, save consumers $373 million

Washington, D.C. – TechNet and ITI, two organizations representing the technology industry's leading companies, joined together in marking the ambitious computer and display energy efficiency regulation approved today by California. The tech industry worked with state officials over the past four years to develop the new efficiency standards that will save 2,332 gigawatt hours per year, the equivalent of the power used by all the households in San Francisco and San Luis Obispo counties last year. California Energy Commission (CEC) officials estimate the new computer efficiency standards will result in $373 million in people's utility bill savings by 2027.

"This effort represents an extensive and dedicated process where industry and regulators have worked together to get it right," said Andrea Deveau, TechNet Vice President of State Policy and Politics. **"The standards developed and now adopted are of the most aggressive in the country and will take California and its flourishing innovation economy to the next level of efficiency."**

"By collaborating, we've established an ambitious and achievable standard reducing computer idle power by 50% over the next five years while still enabling the tech industry's innovation that is driving our economy," said Rick Goss, ITI Senior Vice President for Environment and Sustainability. **"Technology companies never shy away from solving big problems, and our customers expect us to provide innovative and reliable products that not only enhance their lives, but that also are good for the environment."**

Technology company representatives also joined in discussing the new standards:

"AMD recognizes the considerable and important work of the California Energy Commission in understanding the opportunities and energy needs of future computer and graphics technologies," said Susan Moore, AMD Corporate Vice President for Public Affairs. **"Like the Commission, we value a sustainable environment. In fact, AMD is ahead of the projected trend line to achieve our '25×20 goal' to increase the energy efficiency of our mobile processors 25 times by the year 2020, starting from a**

2014 baseline. We will strive to meet the State's expectations as we continue to enable new platform technologies and increase product energy efficiency to benefit our customers and planet."

"HP is committed to developing solutions that perform efficiently and effectively throughout their entire life cycle," said Judy Glazer, HP Global Head of Sustainability and Product Compliance. **"This new CEC regulation creates a clear timeline for innovation across the industry that will dramatically reduce desktop PC and display energy consumption. HP has a long history of working with California government and businesses to help the state achieve its goals for energy efficiency and appreciates the collaborative approach between the CEC and industry to develop this final regulation."**

"Intel has a proven track record of delivering breakthrough innovations in computing while improving energy efficiency. We would like to extend our thanks to CEC for multi-year collaboration on the new energy efficiency standard," said Anand Srivatsa, General Manager, Desktop Platform Group, Intel Corporation. **"It is a testament of our strong commitment on PC energy efficiency, working with the CEC and the PC ecosystem. This standard will have a positive global impact on the energy efficiency of desktop, All-in-One and mini PCs by delivering a 50% reduction in idle power over the next 5 years."**

"Improving energy efficiency is a key objective for NVIDIA, and these new standards for computers and monitors are an important step forward for the entire industry," said Ned Finkle, NVIDIA Vice President of External Affairs.

The tech industry's support for these historic guidelines follows a collective effort by the CEC with technology companies and environmental leaders to achieve the highest energy efficiency standards that will save consumers money without stifling innovation or the economic growth being driven by the tech sector. TechNet and ITI have been actively involved in the rule-making process, convening experts from their member companies with CEC officials over the past four years to help achieve the historic regulation.

Earlier this year, the groups came out in [support](#) of the new guidelines when they were proposed.

About TechNet

TechNet is the national, bipartisan network of technology CEOs and senior executives that promotes the growth of the innovation economy by advocating a targeted policy agenda at the federal and 50-state level. TechNet's diverse membership includes dynamic startups to the most iconic companies on the planet and represents more than two million employees in the fields of information technology, e-commerce, advanced energy, biotechnology, venture capital, and finance. TechNet has offices in Washington, D.C., Silicon Valley, Sacramento, Seattle, Boston, and Austin.

About ITI

The Information Technology Industry Council (ITI) is the global voice of the tech sector, celebrating its 100th year in 2016 as the premier advocacy and policy organization for the world's leading innovation companies. We advocate for global policies that advance industry leadership, open access to new and emerging markets, promote e-commerce expansion, drive sustainability and efficiency, protect consumer choice, and enhance worldwide competitiveness of our member companies. Visit www.itic.org to learn more. Follow us on Twitter for the latest ITI news@ITI_TechTweets.

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