

# ENERGY STAR® QUALIFIED TELEVISIONS

## HOSPITALITY SECTOR FACT SHEET



ENERGY STAR® is the label created by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) to help purchasers identify products that save energy. These products help save money on utility bills while preventing air pollution.

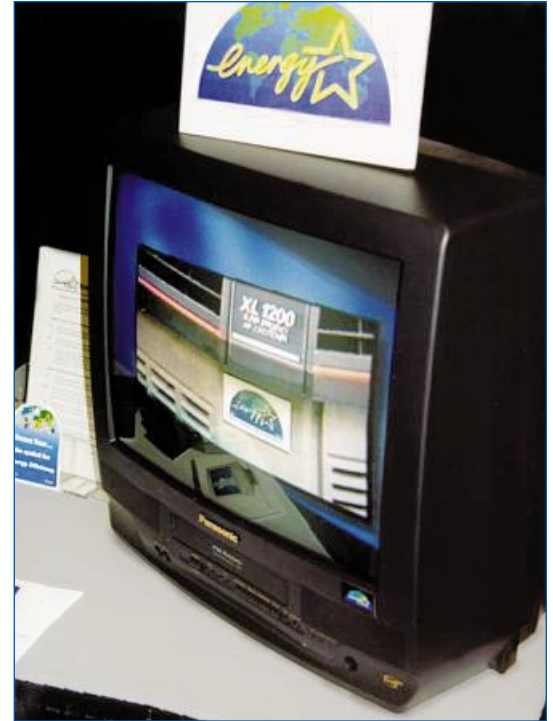
For more information about **ENERGY STAR**, call the toll-free ENERGY STAR Hotline at 1-888-STAR-YES (1-888-782-7937) or visit the Web site at [www.energystar.gov](http://www.energystar.gov).

## A SMART CHOICE FOR THE HOTEL INDUSTRY

Managing energy costs can be a real challenge in the hotel industry. As an ENERGY STAR Home Electronics Manufacturing Partner, Panasonic has responded to this challenge by producing energy-saving, ENERGY STAR qualified televisions and marketing them to cost-conscious hotel chains. Televisions with the ENERGY STAR label require only three Watts or less of power when switched off. This results in an energy savings of up to 75 percent over conventional models. In addition to reduced electricity draw, Panasonic's commercial televisions are also equipped with energy management circuitry. When the energy shutdown mode is activated, the television is automatically placed into standby mode to help reduce the energy wasted when guests fall asleep or leave the room unoccupied. By partnering with Panasonic and purchasing ENERGY STAR qualified televisions, hotel chains are saving money on their utility bills and helping the environment in the process.

ENERGY STAR qualified televisions can save significant costs on utility bills by consuming less energy. As large-scale purchasers of televisions, hotel chains can realize substantial savings. For example, Panasonic estimates that its 25-inch sets can save an estimated \$13 per year on energy costs. Expecting to purchase 30,000 units by year-end, Hilton Hotels' VP-Franchise Design and Construction, Phil Keipper, remarks,

**“We are very pleased that this will result in operating efficiencies of hundreds of thousands of dollars annually.”**



*Photo courtesy of National Renewable Energy Laboratory*

Seeking an edge in the highly competitive commercial television sales market, Panasonic has successfully used ENERGY STAR over the past two years to help capture additional market share and gain new customers in the hospitality industry. Three to four months after initiating its promotion of ENERGY STAR qualified TVs to this sector, Panasonic saw 12,000 new purchase orders and since then, new sales have continued at a strong pace.

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“**Both Hilton and Panasonic have received excellent responses to this program from our owners, operators and guests. We jointly applaud the EPA for sponsoring this type of voluntary public-private partnership where everyone wins!**”

– **Phil Keipper**, Hilton Hotels Corporation

Wasted energy not only inflates energy bills, but also contributes to air pollution, including smog, acid rain, and global warming. Today’s customers place an increased importance on a company’s environmental record, encouraging businesses to promote their efforts to protect the environment. Choice Hotels International has demonstrated its commitment to energy efficiency and the environment by forming a strategic partnership with Panasonic. Choice is the second largest hotel franchise organization in the world and its family includes Comfort, Quality, Clarion, Sleep, MainStay Suites, Econo Lodge, and Rodeway Inn. Choice believes its franchisees will purchase tens of thousands of Panasonic’s ENERGY STAR qualified televisions in the next year.

“**For Choice, creating awareness among our customers (hotel guests) that as a hotel chain, we are concerned about energy and the environment is an important message and consideration.**”

– **Paul Kluth**, Manager — Strategic Partnerships

Hilton Hotels Corporation and Choice Hotels International are leading the way toward energy efficiency by example. Through their partnerships with Panasonic, they show that purchasing ENERGY STAR qualified televisions results in considerable energy savings while demonstrating their companies’ environmental responsibility. Mr. Keipper adds, “The substantial energy savings provided by ENERGY STAR qualified television sets gives Hilton the opportunity to save real dollars while demonstrating to customers the Hilton commitment to helping the environment. Through ENERGY STAR, both of these objectives are achieved without sacrificing product performance or customer satisfaction.”