



U.S. Department of Energy
Energy Efficiency and Renewable Energy

Solid-State Lighting in the Media

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Akoya/U.S. Department of Energy

Symposium on Market Transformation

Washington, D.C.

April 1, 2008



The Role of DOE

- Energy savings potential of solid-state lighting
- What can go wrong?
 - Poor consumer experiences can kill market introduction
 - CFLs took 3 decades to reach 20% market share
- DOE role: Provide unbiased information and education
 - Ensures return on DOE SSL R&D investment, benefits for our nation





Promotion vs. Education

- Products flooding market – some are very good and some are not
- Mixed messages:
“LED Revolution” / “Buyer Beware!”
- Lessons learned
 - Need for credible information
 - Collaboration reduces confusion
 - Find the right niche
- Change in mindset:
Promotion vs. Education

DOE Focus

- Education
- Matching messages to audience



Lots of Learning

- Manufacturers: Getting on the same page
- Efficiency Program Managers: Gaining a good understanding of technology status and facts; identifying good products in appropriate applications
- General Public: Increasing awareness

DOE Strategies

- ENERGY STAR
- CALiPER Testing
- Gateway Demonstrations
- Technical Information Network
- Workshops



ENERGY STAR SSL Products

- Label identifies products that save energy
- First ENERGY STAR SSL products expected in late 2008
- Tools and resources coming soon at:
www.netl.doe.gov/ssl/energy_star.html



Matching Messages to Audience

MANUFACTURERS

- Information on criteria, supporting test procedures, qualification process

PROGRAM MANAGERS

- What can we do now to get ready for ENERGY STAR SSL products?

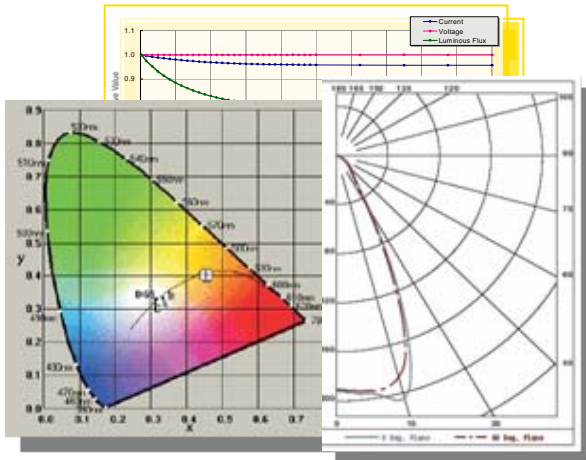
GENERAL PUBLIC

- Coming soon



CALiPER Test Results

- DOE testing of commercially available SSL products
- Over 70 products tested: Some very good products, some that do not meet manufacturer claims
- Summary reports, detailed test results disseminated at: www.netl.doe.gov/ssl/comm_testing.htm



Matching Messages to Audience

MANUFACTURERS

- Valuable feedback: results validate performance claims or highlight disconnects

PROGRAM MANAGERS

- Results identify good products, prevent early buyer dissatisfaction, highlight industry trends

GENERAL PUBLIC

- Credible product information available



DOE Gateway Demonstrations

- Showcase good products in appropriate applications
- Two demonstrations completed; more in 2008
- Demonstration reports disseminated at:
www.netl.doe.gov/ssl/techdemos.htm



Matching Messages to Audience

MANUFACTURERS

- Product feedback, installation experience, user perspective

PROGRAM MANAGERS

- Hard data on energy consumption, light output, color consistency, payback analysis

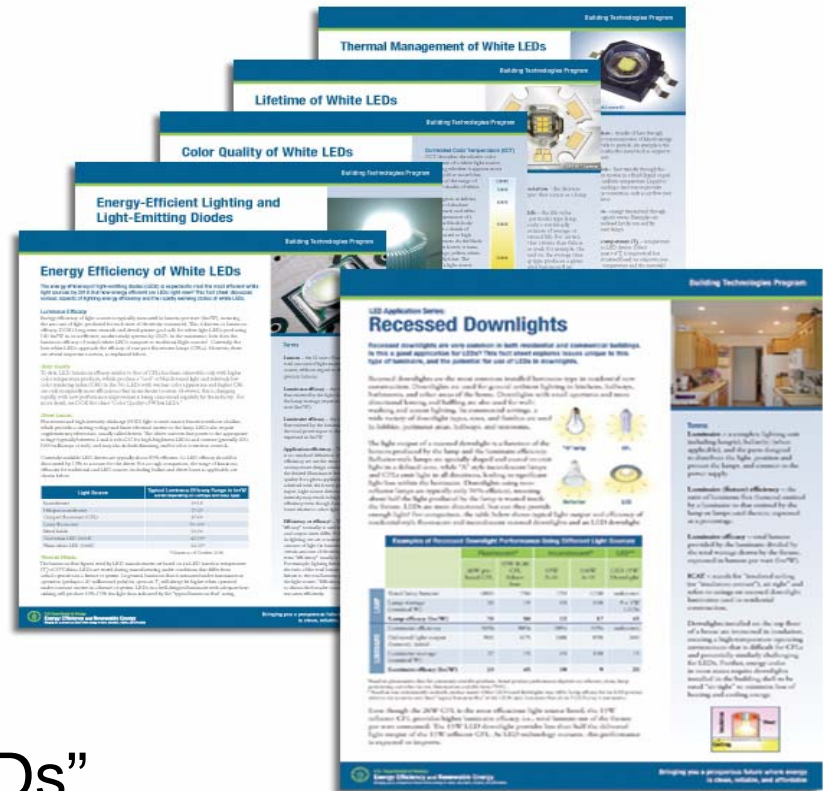
GENERAL PUBLIC

- First demos provide experience and data; more to come



Technical Information Network

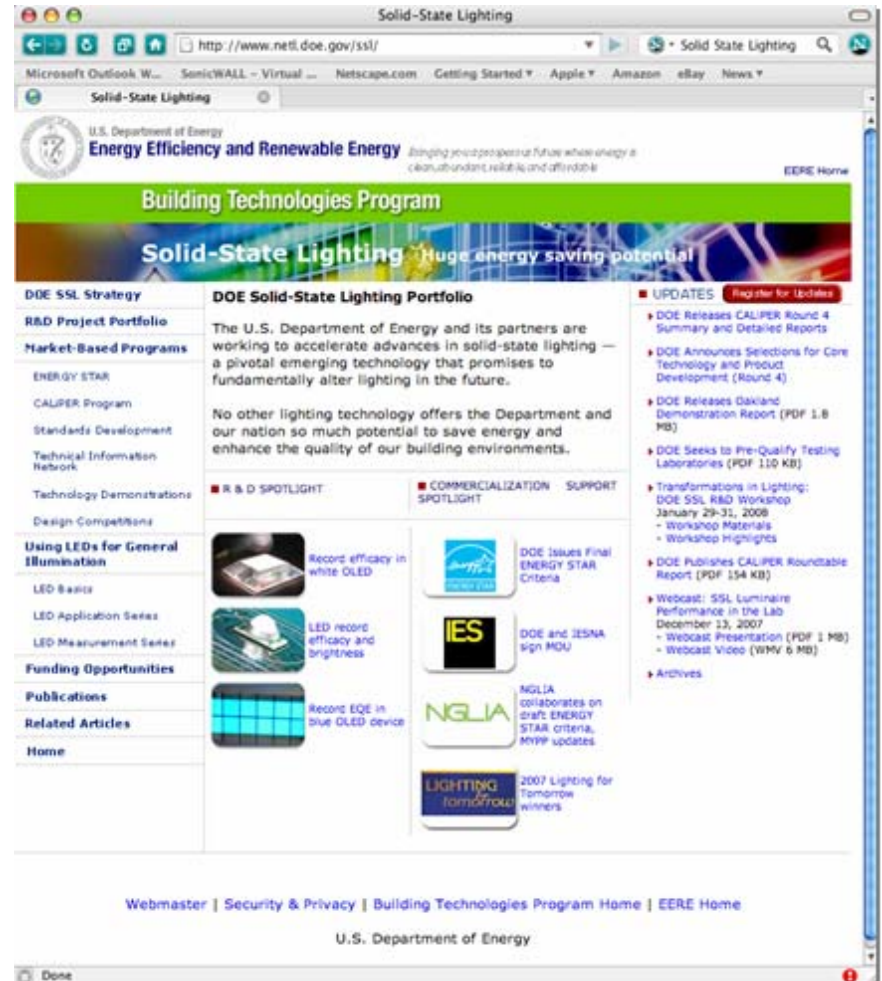
- Technology Fact Sheets (10 in 2008)
 - LED Basics
 - Applications Series
 - Measurement Series
- Webcasts (6-7 in 2008)
 - DOE Plan
 - LED Essentials
 - CALiPER Testing
- Web content on “Using LEDs”





DOE Solid-State Lighting Website

- Current information on SSL program, progress, and events
- SSL publications
 - Reports
 - Technology fact sheets
- Register for ongoing SSL UPDATES at:
www.netl.doe.gov/ssl





Voices for SSL Efficiency 2008

Opportunities to Partner and Participate

Annual Market Introduction Workshop

Sponsored by the U.S. Department of Energy, Northwest Energy Efficiency Alliance, Energy Trust of Oregon, Puget Sound Energy

July 2008

Portland, Oregon

More details to come at www.netl.doe.gov/ssl

