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**The Quest for Better HDTV Picture Quality has a Fringe
Benefit: 30% to 50% Energy Savings**

Changing Just One Factory Preset Can Save Energy, ISF Research Finds

Boca Raton, Fla., February 15, 2007 – Imaging Science Foundation (ISF) Calibration services can reduce HDTV power consumption by up to 50%, according to preliminary research released today. Funded by a grant from the California Energy Commission, ISF and Ecos Consulting are currently conducting research to determine how HDTV settings impact energy consumption by deploying highly accurate electric power meters on HDTV sets.

Since 1994, ISF has trained more than 4,000 top home-theater experts to deliver ISF Calibration services and improve picture quality. ISF's initially estimated 5 percent to 10 percent savings derived from its services.

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“We are thrilled that our efforts to improve picture quality over the past 12 years have proved to be ecologically sound as well as pleasing to the eye,” says ISF founder Joel Silver.

Some examples from initial ISF research:

A well-designed Sony LCD used for ISF’s Microsoft Media Center certification program had 100% superior black levels after calibration – and a 50% energy savings.

A Sharp 1080p DLP projector set to “Eco-Quiet” mode produced better than a 50% improvement in picture quality – and a 30% energy savings.

A high-end Runco 1080p projector with ISFccc Certified Day and Night mode was flexible enough to optimize picture quality for evening ambient home lighting – and in ISF Night mode, a 30% energy savings.

One of the goals of this Energy Commission-funded research project is to determine if simply recommending an alternative factory setting can save enormous volumes of energy, all while improving picture quality. Ultra-bright HDTV factory presets are needed to compete with ambient lighting in retail showrooms, according to ISF. Yet ISF and Ecos believe that this results in an undue energy burden on the consumer and the environment once the set is placed in a home.

“U.S. consumers currently consume more than 46 billion kWh and nearly \$5 billion worth of electricity each year just to power their TVs,” says Peter May-Ostendorp of Ecos. “Saving even a fraction of this energy will prevent millions of tons of CO₂ emissions and save consumers millions of dollars on their electric bills.”

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The power consumption of the set is measured with highly accurate plug load power meters from Brand Electronics while the set displays test patterns produced by a Sencore VP403 professional digital test pattern generator. Screen luminance is simultaneously measured using a Konica-Minolta CS-200 lab grade Spectroradiometer.

Manufacturers wishing to audit their present factory preset selections can obtain ISF services at a 50 percent discount for this ecologically sensitive research, according to Silver.

About ISF – The Imaging Science Foundation (ISF) was founded by Joel Silver in 1994 to radically improve customer service in consumer and industrial video by training installers to use professional calibration services. ISF now has trainers throughout the U.S. and in Europe and Australia.

ISF certifies and licenses manufacturers who deliver products “Engineered for Calibration.” Current licensees include: AMD, BenQ, Datacolor, Electrograph, Epson, Key Digital, InFocus, Inteset, Lumagen, Monster Cable Products, NEC, Niveus Media, NVIDIA, Optoma, Pioneer, Runco, Screen Research, Sencore, Stewart Filmscreen and Vidikron.

For further information about ISF and its services, contact Joel Silver of ISF at Joel@imagingsscience.com, contact ISF at 3257 Harrington Drive, Boca Raton, FL 33496, call (561) 997-9073, or visit www.imagingsscience.com.

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About Ecos Consulting - Ecos Consulting, headquartered in Portland, Ore., was founded in 1997 by four principals from the utility industry, environmental community, government and academia. The company specializes in researching opportunities for energy efficiency in the marketplace and in applying market-based methods to encourage increased use of environmentally beneficial technologies. Clients include electric utilities; federal, state, and local governments; market transformation organizations and environmental advocacy groups. Visit www.ecosconsulting.com for more information.

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