



Press Release

Samsung and LG win SEAD Global Efficiency Medals for the world's most energy efficient desktop computer monitors

***Berlin, 6 September 2013.* At today's award ceremony at the IFA fair in Berlin, Samsung and LG were announced as the winners of the SEAD Global Efficiency Medal competition for producing the most energy efficient desktop computer monitors in Europe. The worldwide awards program encourages the production and sale of super-efficient computer displays by identifying the most efficient products in three different size categories and four geographical regions.**

The SEAD Global Efficiency Medal competition for the most energy efficient desktop computer monitors was launched in January 2013. Today the winners for the European region were announced at the IFA fair in Berlin. During a ceremonial presentation, representatives of Samsung and LG received their certificates delivered by Paul Hodson, Head of Section at the Energy Efficiency Department at the European Commission, and Bengt Toresson, Director at the Ministry of Enterprise, Energy and Communications in Sweden. The winning product models of the SEAD Global Efficiency Medal for desktop computer monitors in the commercially available category for the European region are:

- **LG with product model 19EN33SA** in the small-size category (15 to less than 20 inches),
- **Samsung with product model S22C200B** in the medium-size category (20 to less than 23 inches), and
- **Samsung with product model S27C450B** in the large-size category (23 inches or more).

These award-winning models are 25 to 54 percent more efficient than other commercially available desktop computer monitors. If all new displays expected to be sold globally from 2015 to 2020 meet the efficiency levels achieved by these European award-winning models for the Commercially Available Technology category, it would provide annual savings of 3.6 terawatt-hours in Europe and respectively 18.7 terawatt-hours for all regions in 2020.

"The award is certainly an exciting policy tool to promote the most energy efficient products on the market, as well as emerging technologies", says Mr. Bengt Toresson, Director at the Ministry of Enterprise, Energy and Communications in Sweden. "The winners are clearly leading the market right now, but the exciting thing is that will inspire other companies to bring super-efficient technologies to the markets, thus helping to realise the big savings potential."

The winners of the North American, Indian, and Australian awards will be announced in September and October 2013 via press release and media notifications throughout the four award regions. The best performer in each size category among all of the regions will be declared an "International Winner" for the respective size category. An international awards ceremony will be held in connection with the 5th Clean Energy Ministerial meeting in early 2014 to publicly recognize winning product models.



The first SEAD Global Efficiency Medal, launched in January 2012 by the Super-efficient Equipment and Appliance Deployment (SEAD), was given to Samsung and LG for producing the most energy efficient flat-panel televisions in Europe. The next round of SEAD Global Efficiency Medals will award electric motors, another product category with large global energy consumption.

For more information visit www.superefficient.org and www.cleanenergyministerial.org. Product specifications, press photos and further press material will be provided for download at: <http://superefficient.org/displayawards>.

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