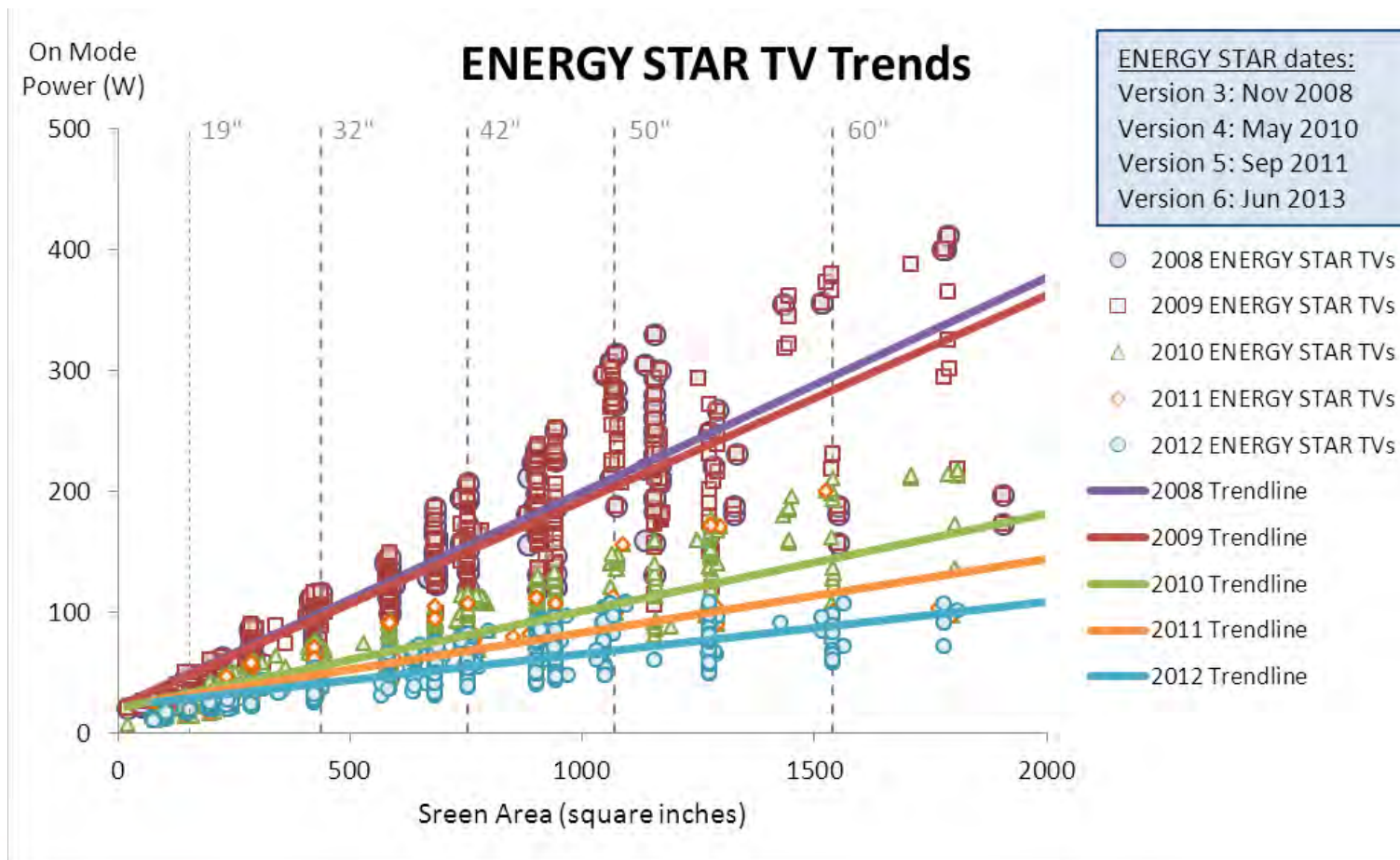


CALPLUG WORKSHOP SERIES

NOVEMBER 5, 2013

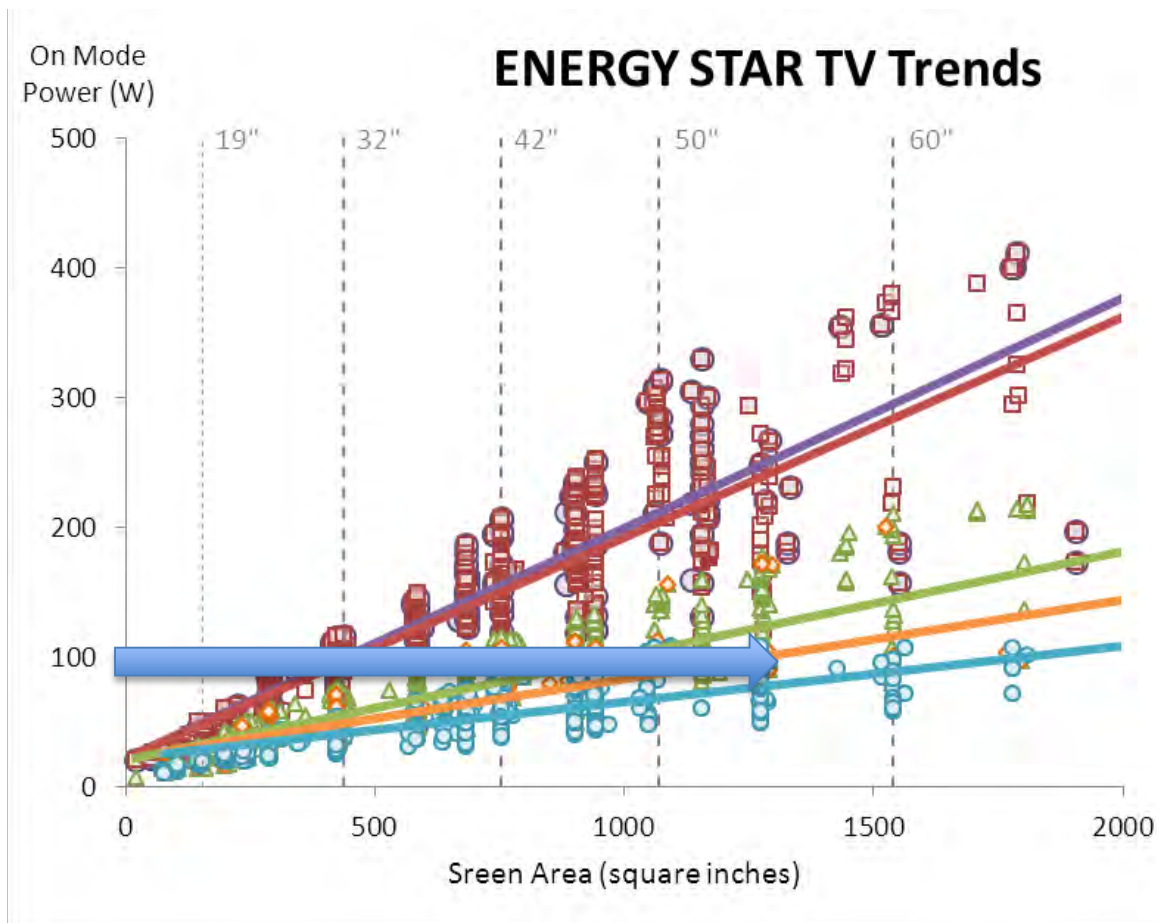
VIZIO

ENERGY STAR TV TRENDS SINCE 2008



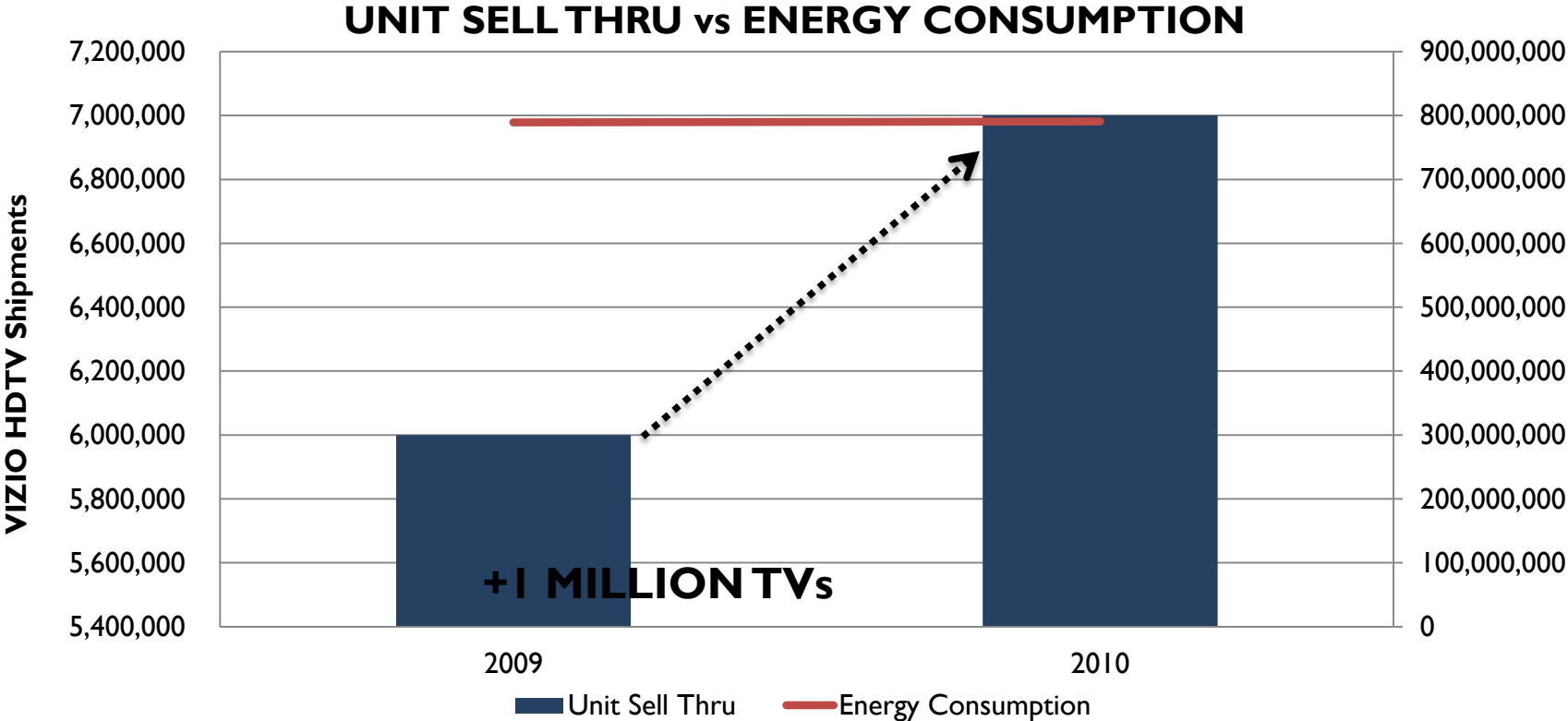
ENERGY STAR TV TRENDS SINCE 2008

In 5 years the CE Market Demand has shifted from the 32" – 42" to 42" – 55" Screen Size while the Industry has worked hard to make the Larger Sizes use Less Energy than the Smaller Sizes used just these few years ago.



EXAMPLE OF TV POWER CONSUMPTION ACHIEVEMENTS

VIZIO LCD TV energy consumption remained constant, despite a 1 million increase in TV unit sales 2009-2010



VIZIO ENERGY SAVINGS = POWER LAS VEGAS FOR 18 MOS.

VALUE	DESCRIPTION
40.29 kWh/year	VIZIO Avg Energy Savings (2009-2010)
7,000,000 units	VIZIO LCD TVs shipped in 2010
282,030 Mwh/year	VIZIO Energy Savings between 2009-2010
180,000 Mwh/year	City of Las Vegas Annual Energy Consumption*

VIZIO 2009-2010 ENERGY SAVINGS COULD POWER THE CITY OF LAS VEGAS FOR 18 MONTHS



*Source: http://www.cnn.com/id/38149988/Las_Vegas_Puts_Sustainability_In_The_Spotlight



The 2013 M Series



The 2013 M Series

32"

Federal law prohibits removal of this label before consumer purchase.

ENERGY GUIDE

Television

VIZIO, Inc.
Model M3211-A2

Estimated Yearly Energy Cost

\$6

Cost Range of Similar Models
30" - 34"
(29.5" to 34.49")

\$25

\$11



• Based on 11 cents per kWh and 5 hours use per day
• Estimated yearly electricity use of this model: 53.9kWh
• Your cost depends on your utility rates and use.

Visit ftc.gov/energy

60"

Federal law prohibits removal of this label before consumer purchase.

ENERGY GUIDE

Television

VIZIO, Inc.
Model M601d-A3

Estimated Yearly Energy Cost

\$19

Cost Range of Similar Models
(60" - 64")

\$79

\$31



• Based on 11 cents per kWh and 5 hours use per day
• Estimated yearly electricity use of this model: 174 kWh
• Your cost depends on your utility rates and use.

Visit ftc.gov/energy

70"

Federal law prohibits removal of this label before consumer purchase.

ENERGY GUIDE

Television

VIZIO, Inc.
Model M701d-A3

Estimated Yearly Energy Cost

\$21

Cost Range of Similar Models
(69.5" or greater)

\$90

\$39



• Based on 11 cents per kWh and 5 hours use per day
• Estimated yearly electricity use of this model: 190 kWh
• Your cost depends on your utility rates and use.

Visit ftc.gov/energy

80"

Federal law prohibits removal of this label before consumer purchase.

ENERGY GUIDE

Television

VIZIO, Inc.
Model M801d-A3

Estimated Yearly Energy Cost

\$22

Cost Range of Similar Models
(69.5" or greater)

\$90

\$39



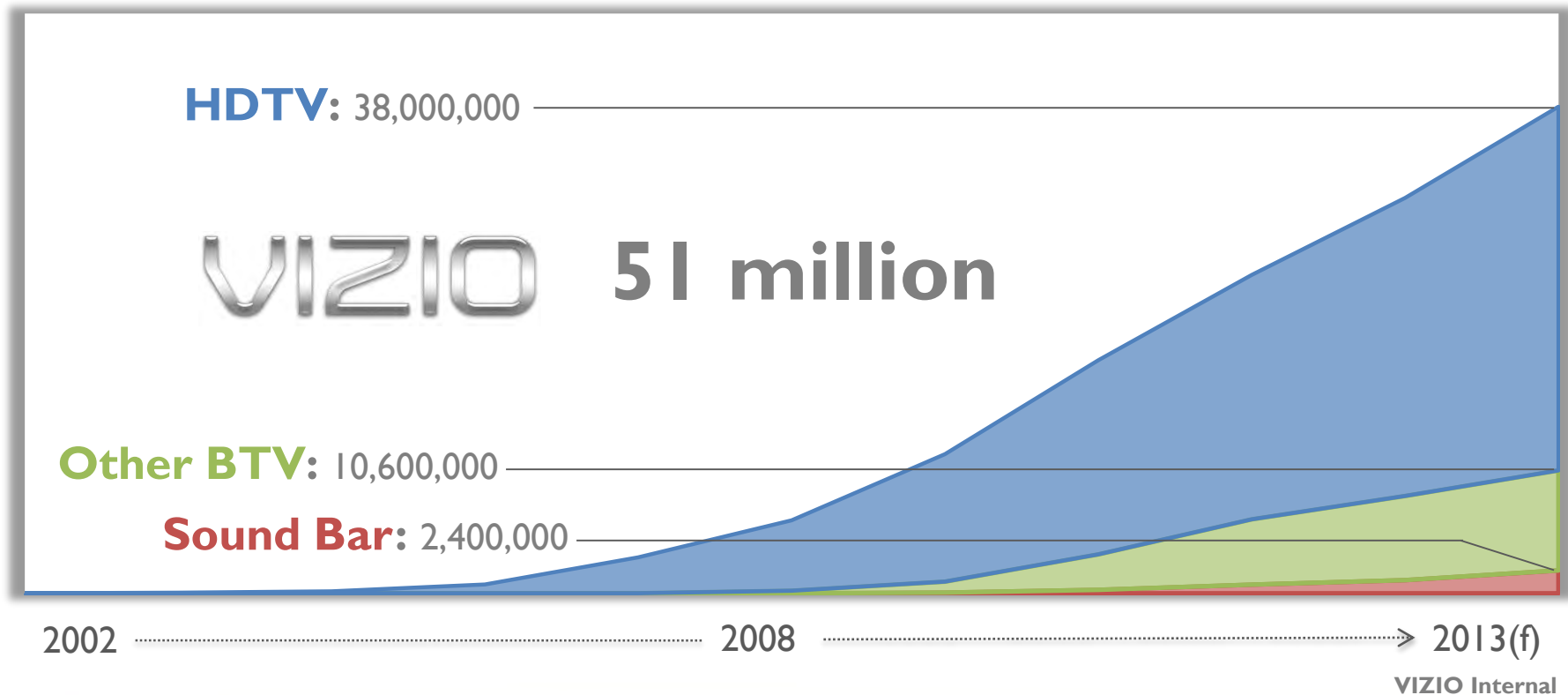
• Based on 11 cents per kWh and 5 hours use per day
• Estimated yearly electricity use of this model: 200 kWh
• Your cost depends on your utility rates and use.

Visit ftc.gov/energy



VIZIO INSTALL BASE: TV & BTV

By the end of 2013, VIZIO's total install base will be over 51 million units, 23% above last year!



WHAT IS A STREAM PLAYER?

- Turn any TV into a smart TV
- The addressable market for stream players is huge:
 - > **312M** TV installed base in the US
 - > **86M** Broadband HH's
 - Most of the installed base is Broadcast TV only

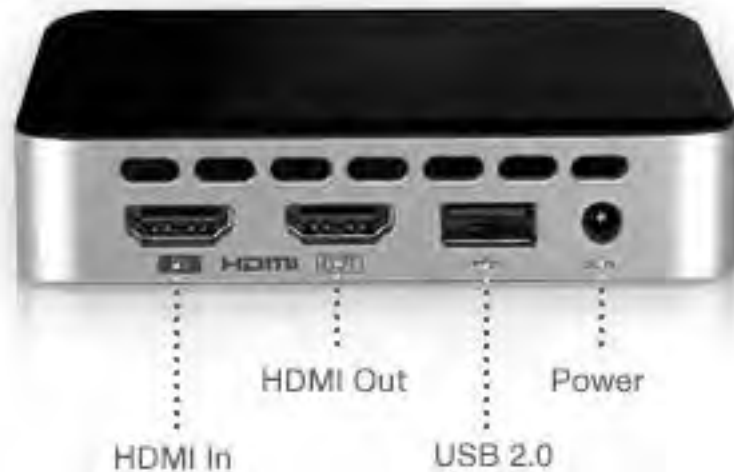


VIZIO CO-STAR LT



CO-STAR LT

ENERGY STAR ON POWER 7 Watts
Watts



SLEEP MODE POWER 0.33



CO-STAR · STREAM PLAYER

Traditional TV Integration

1 Connect Cable / Satellite Box



2 Overlay on traditional TV



3 Interact with traditional TV



dB vs. Watts

An Eco Friendly Focus on Audio Performance

- VIZIO's audio strategy is to **maximize audio output (SPL)** while **minimizing energy consumption**
 - SPL = Sound Pressure Level - a measurement of audible sound calculated in decibels (dB)
 - VIZIO Sound Bars are rated at their max SPL in dB and all produce less than 1% of Total Harmonic Distortion*
- Higher wattage does not equal better audio performance - only that the product consumes more power

**VIZIO'S ENTIRE LINE OF 2013
SOUND BARS ARE ENERGY STAR**



*Sound Pressure Level measured using pink noise at 1 meter, C-weighted. THD calculated as electrical measurement of amplifier distortion.

2013 Sound Bar Configurations



	2.0 Sound Bar		2.0+ Sound Bar + Enhanced Bass		2.1 Sound Bar + Wireless Subwoofer		3.0+ Sound Bar w/ Center Enhanced Bass		5.1 Sound Bar w/ Center + Surrounds & Subwoofer		
Available Lengths	29"		38"		38"	42"	54"		42"	54"	
SPL	95 dB		98 dB		100 dB	101 dB	107 dB		102 dB	110 dB	
Low Frequency	90Hz		60Hz		50Hz	40Hz	55Hz		40Hz	35Hz	
Inputs	 Optical Coaxial 3.5mm Analog RCA	 Optical Coaxial 3.5mm Analog RCA	 Optical Coaxial 3.5mm Analog RCA	 Optical Coaxial 3.5mm Analog RCA	 HDMI Optical 3.5mm Analog RCA Coaxial	 HDMI Optical 3.5mm Analog RCA Coaxial	 Optical Analog RCA Coaxial	 HDMI Optical 3.5mm Analog RCA Coaxial			
Wireless Connectivity	Bluetooth										



Bass Radiator Technology

Enhanced Bass from 2.0+ & 3.0+ Bars

- VIZIO's integrated Bass Radiators deliver deep bass without the need for a separate subwoofer:
 - Typical low frequency response from more expensive 2.0 sound bars is @ 80 – 90 Hz
 - VIZIO can achieve **55 – 60 Hz** without a dedicated subwoofer
- Greatly enhances TV, movies and games in smaller rooms where a stand alone subwoofer is not practical
- VIZIO 38" 2.0+ makes for an amazing sound station in a bedroom or office



Lower is Better



Energy Smart Feature



BUTTON CONFIGURATION

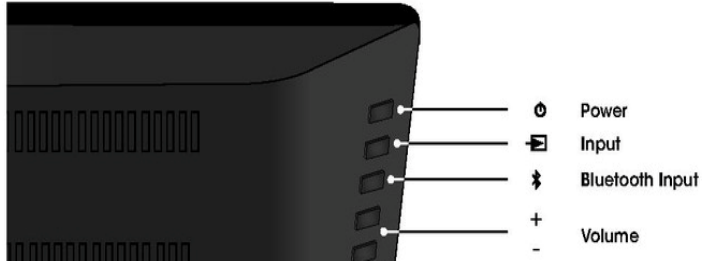
There are 3 Functions that are triggered by 3 different button combinations on the Sound Bar.

Function	LED Behavior	Description
Factory Reset	All 12 LEDs will flash 3 times: ●●●●●●●●●●●●	Reset the Sound Bar to the factory default settings. To perform a Factory Reset, <u>Press and Hold</u> the Bluetooth (📶) and Volume Down (—) buttons for 5 seconds . Note: This will erase all settings and preferences that you have set.
VIZIO TV Remote Control	Enable VIZIO TV Remote: ○○○○●●●●○○○○ Disable VIZIO TV Remote: ○○○○○○○○○○	Enable/disable the use of a VIZIO TV remote control to power on and adjust the volume of the sound bar. To enable/disable this function, <u>Press and Hold</u> the Power (⏻) and Volume Up (+) buttons for 5 seconds .
Energy Star	enable Energy Star: ○○○○●●●●○○○○ Disable Energy Star: ○○○○○○○○○○	When the Energy Star setting is enabled, the sound bar will automatically power down after a period of inactivity. When disabled, the sound bar will remain powered on until you turn it off. To enable/disable this function, <u>Press and Hold</u> the Power (⏻) and Volume Down (—) buttons for 5 seconds . Note: Energy Star setting is enabled by default.

Built-in smart energy saving feature

- Auto power-down when inactive
- Energy Star setting is enabled by default

Back of Sound Bar



Product Marketing



ned and manufactured not to exceed the emission limits for exposure to
nt. This device complies with FCC radiation exposure limits set forth for an



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This product qualifies for ENERGY STAR in the "factory default" setting and this is the setting in which power savings will be achieved. Changing the factory default settings or enabling other features will increase power consumption that could exceed the limits necessary to qualify for ENERGY STAR rating.

We want to help you save energy.



VIZIO's entire line of 2013 Sound Bars are Energy Star Certified



54" 5.1 Sound Bar

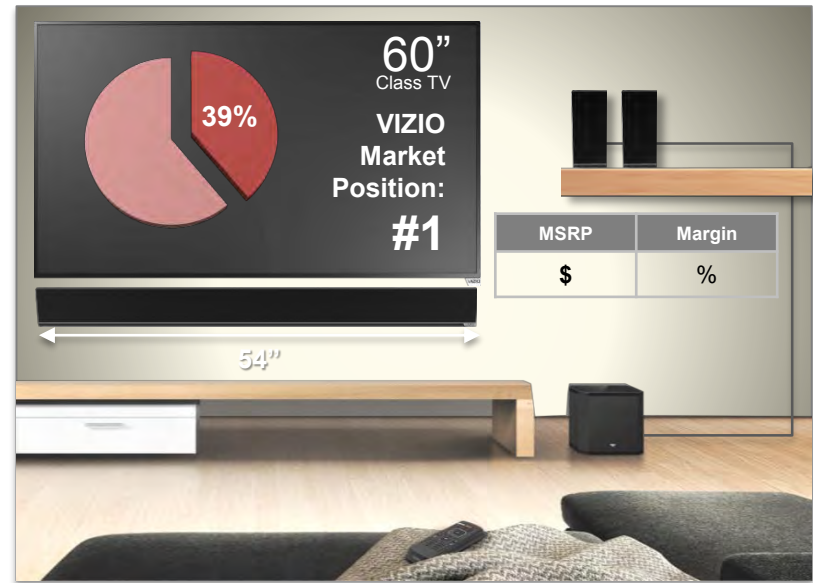
S5451w

Key Features

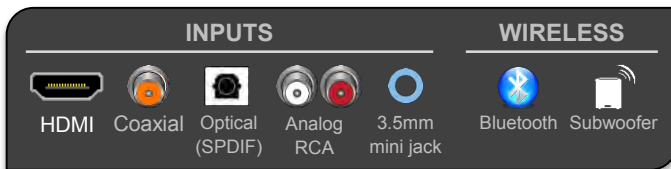
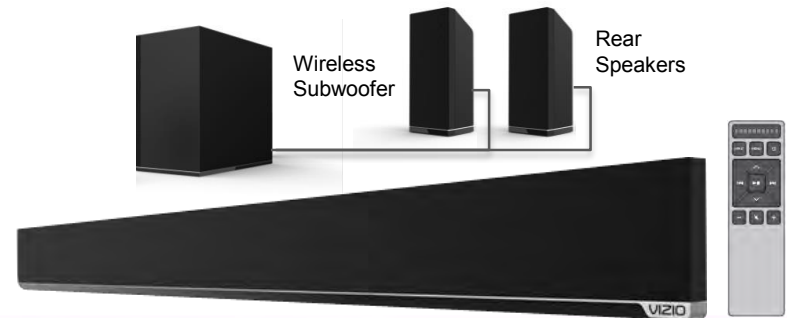
- Premium 5.1 home theater for legacy 55" & new 60" TVs
 - 3^{ch} Sound Bar + Wireless Subwoofer & Surround Speakers
- Bluetooth wireless connectivity
- Innovative "Display Remote" puts the UI in your hands
- Easily connect to most TVs: **ALL** cables included

Performance Specs

- Stereo full-range speakers, rear satellites & subwoofer:
 - **110 dB** of room shaking sound with less than 1% THD
- Built in Dolby Digital & DTS Digital Surround Decoding
- DTS TruVolume, DTS TruSurround and DTS Circle Surround
- Large 8" Wireless Subwoofer provides deep bass
- Desktop or Wall-Mount design



Source: NPD Weekly Data (Last 13 weeks) 12/2012



VIZIO

**Helping Conserve the Environment with
Improved Lower Power Products**

ENTERTAINMENT FREEDOM FOR ALL

VIZIO