



## Display Awards Competition

### Frequently Asked Questions

#### Q: What is SEAD?

The [Super-efficient Equipment and Appliance Deployment \(SEAD\) Initiative](#) is a [Clean Energy Ministerial](#) initiative that engages governments and the private sector to transform the global market for highly efficient appliances and equipment. SEAD's objectives are to drive demand for superefficient products through cooperation on awards, incentives, and procurement; facilitate information exchange through product-specific collaborations; and to establish common foundations for technical dialogue through cross-cutting technical analyses.

#### Q: What is the SEAD Global Efficiency Medal?

The SEAD Global Efficiency Medal places top-performing super-efficient products in the hands of early adopting consumers. SEAD unveiled plans for the first international competition to recognize the most efficient appliances in the world at the second Clean Energy Ministerial in April 2011. The first round recognized the world's most efficient flat-panel televisions, which are responsible for about 3 to 4% of global residential electricity consumption. This competition will identify the world's most energy efficient displays, which accounted for 32.2 TWh electricity consumption in 2008. The awards will enhance buyers' ability to differentiate and choose among products on the basis of their energy efficiency. [CLASP](#) serves as the Administrator for the Competition.

#### Q: What are the award categories and regions?

<i>Regional Awards</i>	Commercially Available		
	Small	Medium	Large
Australia	•	•	•
Europe	•	•	•
India	•	•	•
North America	•	•	•

<i>International Awards</i>	Emerging Technologies	Commercially Available		
		Small	Medium	Large
International	•	•	•	•

The second competition will recognize the top-performing displays (computer monitors) commercially available in three size categories across four regions. The competition will also give international awards to the top model in each size category and to an emerging technology with the greatest potential to reduce display energy consumption.

**Q: What are the product eligibility criteria?**Commercially Available Product Category

A total of 15 winners will be selected in the Commercially Available Product Category. Each region will present an award to the most efficient product in each of the three size categories:

	Small Category	Medium Category	Large Category
Nominal Diagonal Screen Size	15 inches $\leq d < 20$ inches	20 inches $\leq d < 23$ inches	$d \geq 23$ inches
Minimum Resolution	1.04 megapixels	1.44 megapixels	2.07 megapixels

Applicants must have plans to sell at least the following number of units of a Product model in the Region of nomination: Australia: 5,000 units, India: 5,000 units, North America: 50,000 units, the European Region (at least 5,000 units in one country or 20,000 units across all EU27 and EFTA-countries). Applicants may define the sales period, not exceeding 12 months, and may provide a start date for the sales period between 1 January 2013 and 1 September 2013. Applicants will be required to submit a shipment plan of the nominated product model with sales projections based on past sales for the same or a similar product model.

Emerging Technology Product Category

One International Award may be presented for an emerging-technology product with design features that improve display energy efficiency.

**Q: Who should apply?**

Manufacturers and resellers (private labelers) of commercially-available and emerging technology computer monitor or display products are eligible to apply. Applicants may nominate products for consideration in any region, regardless of the location of the manufacturer, provided that the nominated product is sold in the region (e.g. a product manufactured in China and sold globally may be nominated in any of the four regions). Products nominated for an emerging technology award must be planned for mass production within 2 years of the end of the competition period.

Applicants for the Commercially Available Technology category may nominate only one product model for each of the Region Award categories. All commercially-available models nominated for a Region Award will be considered for the International Award (applicants may not apply directly for the International Award). It is possible for a single applicant to nominate commercially-available product models for all Region Award categories and to win all Region and International Awards.

**Q: How do I nominate my product?**

Simply download the Declaration of Performance form from [www.superefficient.org/displays](http://www.superefficient.org/displays) and complete for each nominated product. Forms must be submitted via email to [awards@superefficient.org](mailto:awards@superefficient.org) by 31 March 2013.

**Q: Who pays for verification testing?**

Preliminary winners will be responsible for providing two samples products for each potential award-winning product model for verification testing. Applicants are responsible only for the costs of supplying and transporting the test sample products to the appropriate test facility. Verification testing costs will be paid for by participating SEAD governments.

**Q: When and how will winners be announced?**

Final winners will be announced on 1 September 2013 via press release and media notifications throughout the four award regions. An international awards ceremony will be held in early 2014 to publicly recognize winning product models.

**Q: What benefit is there for manufacturers?**

Manufacturers and their award winning products will be internationally recognized at a highly publicized awards ceremony in early 2014. Winning products will also be branded with the SEAD Global Efficiency Medal to allow consumers to easily identify and purchase the most efficient displays available.

**Q: Will product information be made public for products not selected as a winner?**

There is no intention to disclose any information about nominated products that do not win an award.

**Q: What is the timeline for the awards competition?**

Milestone	Deadline
Nomination Period	7 January - 31 March 2013
Preliminary communication with presumed winners	April 2013
Verification testing	May - August 2013
Finalize award winners	August 2013
Announce award winners	1 September 2013
International Awards Ceremony	Early 2014

**Q: Where Can I Go For More Information?**

Visit [www.superefficient.org/displays](http://www.superefficient.org/displays) to view the SEAD Display Awards Competition Official Rules, or email [awards@superefficient.org](mailto:awards@superefficient.org) with additional questions.