

UPC Reduces Energy Consumption of Set-Top Boxes

- **Launch of next generation 'green' set-top boxes**
- **Energy saving on existing set-top boxes**
- **Structural CO2 reduction within overall company's climate challenge programme**

Ireland, 04 November 2009 – UPC, parent company of Chorus ntl is introducing a program to reduce energy consumption of its set-top boxes which provisions digital TV. In cooperation with its vendor Thomson, UPC is introducing a next generation of energy saving 'green' set-top boxes.

This initiative fits within UPC's climate challenge program, a company-wide environmental program designed to reduce carbon emissions. It will also help UPC customers to reduce their carbon footprint and to reduce energy bills. The next generation of UPC's set-top boxes will use less than 1 Watt in stand-by, while the average consumption levels (powered and stand-by time) can amount to around 5.5 Watt, which is about the same level as a typical clock radio. Deployment of the next generation green boxes has already started in Ireland.

Next generation

The new UPC 'green' set top box has been designed to use less than 1 Watt in stand-by. They consume around 5.5 Watt on average when activated 4.5 hours per day in the 'eco' mode in a household. In 2010, a software upgrade will enable these set-top boxes to exceed upcoming requirements, allowing customers to select a mode of operation where the boxes will go into the low power standby mode automatically when not in use. The boxes are supplied by Thomson.

Choice

The new generation of 'green' set top boxes empower the customer to make their own choices between full functionality, an 'eco' function and between 'hot' and 'cold' stand-by. 'Cold' stand-by has the lowest energy consumption, but requires a slightly longer start-up.

UPC also addresses the energy consumption of existing set-top boxes by deploying new software that will enable these boxes to go to auto stand-by after a period of inactivity.

Conor Harrison, Network Services Director of UPC Ireland said:

"UPC recognises its role and participation in creating a more positive impact on our environment. We are working together with our vendors to implement a series of measures across our own network and facilities to reduce our carbon emissions. We are also helping our customers reducing their carbon footprint and realising financial savings. This is one step towards growing expanding our corporate responsibility policy to adopt such environmental objectives within the normal course of our business."

About our Climate Challenge Program

Early 2009, UPC launched 'Climate Challenge', a company-wide program, to address the impact of its business on the environment. Through this program the company aims to reduce its energy consumption and help employees to be more environmentally friendly at work and at home. The program targets a significant reduction of its carbon footprint and will realise associated financial savings. The five main elements are: 'Reducing the carbon footprint', 'Improving network efficiency', 'Improving the efficiency of buildings and offices', 'Development of alternative energy solutions' and 'Awareness raising and behavioural change'.