

Ocean Blue develops "Green" software to tackle rising standby power consumption

Submitted by: Ocean Blue Software

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Bristol, August 16, 2010 – Digital TV software specialist, Ocean Blue Software, has developed an intelligent, "deep hibernation" software system for digital TVs and set-top boxes to reduce standby power consumption.

The software monitors device usage and helps tackle the increasing problem of standby power consumption, which currently costs UK householders over £500 million a year, producing some 3.1 million tones of CO2*.

Developed as part of Ocean Blue's mature DVB software, Sunrise™, the Eco-TV™ software module monitors device usage and reduces consumption by switching off functions that are not required. Freeview set top boxes, for example, consume almost 12 watts, on average, when in standby mode. Sunrise Eco-TV would quickly push the box into deep hibernation, slashing consumption by an estimated 70%.

"The proliferation of electronic devices in the home is pushing up power consumption, but few householders realise quite how much, this new technology should help save energy, money and help reduce our carbon footprint" commented Ken Helps, CEO of Ocean Blue Software. "

The number of TVs in the UK is estimated to reach 74 million by 2020 (up from just 18 million in 1970), meaning that there will be more televisions than people to watch them. A recent study by Which? found that the worst devices, Freeview boxes and DVD recorders, in some cases consumed over 20 watts in standby, and that a typical combination of entertainment devices left on standby could cost households almost £40 a year each in wasted electricity.

European Directive

The European Commission has adopted the Eco-design of Energy-using products (EuP) framework Directive. Under this Directive, electronic devices must meet maximum power consumption requirements of 1 watt whilst in stand-by mode. In 2013, this will be cut to 0.5 watt.

Ocean Blue Software is working with several electronics manufacturers to implement Sunrise Eco-TV into future generations of chipsets and CE products. The introduction of this energy saving technology should benefit consumers and reduce our carbon footprint.

* Figures from the Energy Saving Trust on standby power use in the UK. The Trust also found that the average household has up to 12 gadgets left on standby or charging at any one time.

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About Ocean Blue Software

Ocean Blue Software, based in Bristol, Hong Kong and Korea, specialises in the development, distribution

and support of world-class software solutions, which are incorporated into Digital TV consumer electronics products, present in the Digital Home.

Ocean Blue's software products stand out in terms of maturity, usability, operability and adherence to international digital broadcast standards, notably DVB and DTG. Ocean Blue is active in both DTG and DVB groups, assisting in the development of industry software standards. Ocean Blue's new software developments include support for High Definition TV broadcasts, CI Plus, Connected-TV solutions and assistive technology solutions such as our Advanced Text-To-Speech Technology.

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