Paradyme Sound & Vision
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DATE July 16 2009
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July 16, 2009

Ms. Karen Douglas
Chair, California Energy Commission

California Energy Commission
1516 Ninth Street, MS-31
Sacramento, CA 95814

RE: Proposal to Regulate Television Electricity Usage (Docket # 07-AAER-3)

Dear Ms. Douglas:

As a stakeholder in the consumer electronics industry, thank you for allowing Paradyme Sound & Vision the opportunity to comment on the California Energy Commission's ("CEC") proposal to regulate television energy usage.

For over 33 years we have operated our two stores in the Sacramento area employing 34 people. We turn dreams into reality from designing and installing a complete Home Theater System to implementing full home automation.

Our niche in this fast and competitive business has helped families enjoy their home entertainment and control systems. We pride ourselves on affordable and competitive pricing.

The proposed CEC television energy regulations would essentially take 25% of our TV products off the shelves, including all plasma screens over 60 inches. This would devastate our business.

This blow to our business is unnecessary, as we already encourage energy efficiency through the products we offer. We sell many products that are certified through the ENERGY STAR program and we constantly help customers conserve energy with our systems including lighting control as we integrate and install in the customers home.

The CEC regulation will result in a loss of jobs, as businesses like mine downsize or close our doors. Rejecting this energy regulation would safeguard my employees from adding to California 11.5% unemployment statistic.

Regulating simply to regulate as the CEC thinks they must do is just not a good California business policy. Innovation and competition are always better options than unnecessary regulation.

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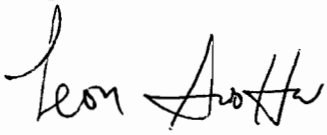
Before implementing these regulations, I respectfully encourage you and your staff to fully understand the impacts this mandate would have on California-based electronic specialty retailers and the residential electronic systems industry.

We are eager and willing to work with the state of California to find new ways to achieve energy efficiency - without hindering California businesses.

Respectfully submitted,



Leon SooHoo, President and CEO
Paradyme Sound & Vision