



Your customers expect security.

Rackspace Hosting
 Unlimited, 24x7x365 Live
 100% Network Uptime Guarantee
 The Fanatical Support Promise™

Personal Tech



Microsoft SQL Server 2008

ARTICLE

Average Rating: ★★☆☆☆

Rate this article: ← → WORSER BETTER
 0 1 2 3 4 5



Greenpeace Pushes for Greener Video Game Consoles

By Jennifer LeClaire
 May 21, 2008 1:41PM

Digg It! Bookmark to del.icio.us

Greenpeace's study of toxins in video game consoles showed that the Nintendo Wii, Sony PlayStation 3 and Microsoft Xbox all contained hazardous chemicals. Greenpeace said these consoles are also part of the e-waste problem. Greenpeace insists that a greener game console is possible, with manufacturers avoiding or reducing toxins.

Related Topics

- [Greenpeace](#)
- [Game Consoles](#)
- [PlayStation](#)
- [Wii](#)
- [Xbox](#)
- [E-Waste](#)

Latest News

- [CNN Election Image Not a Hologram](#)
- [Firefox 3.1 To Have Private Browsing](#)
- [AT&T Tests Internet-Bandwidth Caps](#)
- [MS BizSpark Supports Entrepreneurs](#)
- [Google Kills Yahoo Search-Ad Deal](#)

» Greenpeace has released the results of its investigation into hazardous materials in next-generation video game consoles. The study reveals that the Nintendo Wii, Sony PlayStation 3 Elite and Microsoft Xbox 360 have all tested positive for hazardous chemicals.

The analysis of these toxic materials -- polyvinyl chloride (PVC), phthalates, beryllium and bromine, which is indicative of brominated flame retardants -- are contained in the organization's new report, entitled "Playing Dirty," and show that all three manufacturers failed the green-electronics test established by Greenpeace.

"Whether game consoles are classified as toys or not, they can still contain hazardous chemicals and materials that could harm humans," said Dr. Kevin Brigden of the Greenpeace Science Unit. "The technology is available for the manufacturers to design out toxins and produce greener game consoles now."

Greener Game Consoles Possible

The report reveals that both the Xbox 360 and PS3 contained very high levels of phthalates that are not permitted in components of toys or childcare products sold in the European Union. One of the phthalates, DEHP, is known to interfere with sexual development in mammals -- including humans, and especially males. The other phthalate, DINP, found only in the Xbox 360, is prohibited from use in toys and childcare products in the European Union if children can place them in their mouths.

All game consoles tested positive for various hazardous chemicals. For example, high levels of bromine were found in the components of all three, with the highest by weight levels in the PS3 and the Wii. But the tests also showed that each of the manufacturers avoided or reduced the use of individual hazardous substances in certain materials within their consoles.

In the Nintendo Wii, beryllium alloys were not identified in electrical contacts, and the use of PVC and phthalates was determined to be limited. At the same time, the PS3 included examples of "bromine-free" circuit boards, and the Xbox 360 had a lower usage of brominated substances within housing

advertisement

I'm Thomas, a CIO.

[Learn more >>](#)

AVAYA
 INTELLIGENT COMMUNICATIONS

Advertisement
 HP LaserJet M3035 MFP series. Starting at \$1,599.
[SHOP NOW www.hp.com.](#)

Personal Tech

1. [CNN Election Image Not a Hologram](#)
2. [Study Says Violent Games Affect Kids](#)
3. [Motorola's ZN5 Has Camera Options](#)
4. [Review: ATV Racer Pure Find Balance](#)
5. [On-Demand DVD World Expands](#)

advertisement

With Avaya Unified Communications Speech Access, it's all in my voice.

[Learn more >>](#)

advertisement

I'm a CIO.

[Learn more >>](#)

materials.

"Our test clearly shows that a greener game console is possible," said Casey Harrell, a Greenpeace toxics campaigner. "By combining the best practices of each console design, we could replace most of the hazardous chemicals found in these game consoles with toxic-free materials."

Do Gamers Really Care?

The game-consoles market is one of the fastest-growing in consumer electronics, with more than 60 million sold and 14 percent growth last year, according to Datamonitor. They not only contain hazardous chemicals, but also contribute to the fastest-growing type of waste -- e-waste, according to Greenpeace. Discarded game consoles are often dumped and end up in unsafe and dirty recycling yards in developing countries, harming the environment and the health of workers.

Michal Ann Strahilevitz, Ph.D., an associate professor of marketing at Golden Gate University who studies corporate social responsibility and green consumer behavior, said a typical video game consumer is not likely to care that much about the toxins. But the companies may still make further strides to rid their products of them, for the greater good.

"I do think a company like Microsoft, that has made major steps toward carbon neutrality, and has invested a great deal in sustainability across the company, will likely do what they can to reduce any toxic materials in their portion of this market," Strahilevitz said.

advertisement



Visit AT&T Tech Support 360 today to simplify your business.

Click for details

TOP-RATED BY READERS



Yahoo Opens Platform To Developers
User profiles will get control panel.
Average Rating: ★★★★★



MS, Sony Upbeat About Holiday Sales
Highlight new offerings at game show.
Average Rating: ★★★★★



Smartphones Close To Replacing PCs
Screen size, limited Net are barriers.
Average Rating: ★★★★★

BUYER'S GUIDE

Product Information and Resources for Technology You Can Use To Boost Your Business

CRM Systems

- ▶ [Get the Microsoft Dynamics® CRM Online free 30-day trial.](#)
- ▶ [Experience CRM—and Business—Success today with Salesforce.com.](#)
- ▶ [CRM Data Quality Problems? FREE Jigsaw Clean Assessment Report.](#)
- ▶ [How to Eliminate Paper From Your SalesLogix® Workflow.](#)
- ▶ [Avaya will change the way you connect with customers.](#)
- ▶ [Experience CRM—and Business—Success today with Salesforce.com.](#)

Communications

- ▶ [Learn about the software-based VoIP solution from Microsoft.](#)

Contact Centers

- ▶ [Avaya will change the way you connect with customers.](#)

Customer Data

- ▶ [CRM Data Quality Problems? FREE Jigsaw Clean Assessment Report.](#)

Data Management

- ▶ [Microsoft SQL Server 2008. Read Case Studies & Try for Free.](#)

E-Commerce

- ▶ [Extended Validation SSL from VeriSign.](#)

Enterprise I.T.

Hardware

- ▶ [Experience the colorful side of business at www.frugalcolor.com.](#)
- ▶ [Get better performance per watt. IBM System X3850 M2.](#)
- ▶ [HP LaserJet M3035 MFP series starting at \\$1,599.](#)
- ▶ [WHITE PAPER: NEW HP Color LaserJet CM3530n MFP starting at \\$2,499.](#)

Microsoft/Windows

- ▶ [Learn about the software-based VoIP solution from Microsoft.](#)

Security Products

- ▶ [Extended Validation SSL from VeriSign.](#)

Small Business

- ▶ [AT&T Tech Support 360. Virtual tech support for your small business.](#)
- ▶ [HP LaserJet P4014n printer starting at \\$799 after \\$100 IS.](#)
- ▶ [WHITE PAPER: NEW HP Color LaserJet CP3525n printer starting at \\$699.](#)

Storage Hardware

- ▶ [For storage simplicity, you've come to the right space. HP StorageWorks.](#)

Tech Trends

- ▶ [AT&T Tech Support 360. Virtual tech support for your small business.](#)

- ▶ Experience the colorful side of business at www.frugalcolor.com.
- ▶ Quad-core AMD Opteron™ processor-based servers now available.
- ▶ Get better performance per watt. IBM System X3850 M2.
- ▶ What Do You Get With Your Hosting Provider?



I'm Thomas, a CIO.

[Learn more >>](#)

AVAYA
INTELLIGENT COMMUNICATIONS

Network Security Spotlight



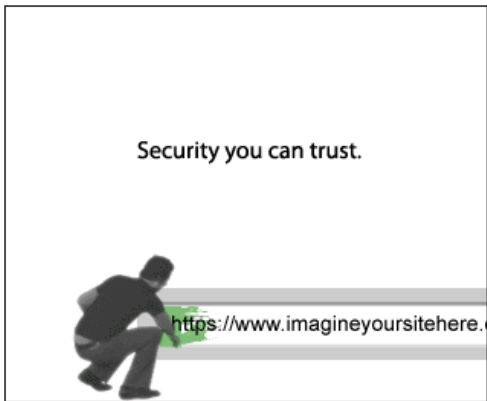
Adobe Reader Patch Fixes Remote-Control Vulnerability
Adobe Systems has released a security fix to address eight major vulnerabilities in version 8.12 of its free Adobe Reader application. The flaw was first reported to Adobe five months ago.



Managing Enterprise Risk in a Risky World
In our Net-centric world, business opportunity and information dependence breed business risk. But how can we best manage the information risk coming over our firewall and through our software?



Google's Growth Makes Privacy Advocates Wary
Perhaps the biggest threat to Google's increasing dominance of Internet search and advertising is the rising fear, justified or not, that Google's broadening reach is giving it unchecked power.



Enterprise Hardware Spotlight



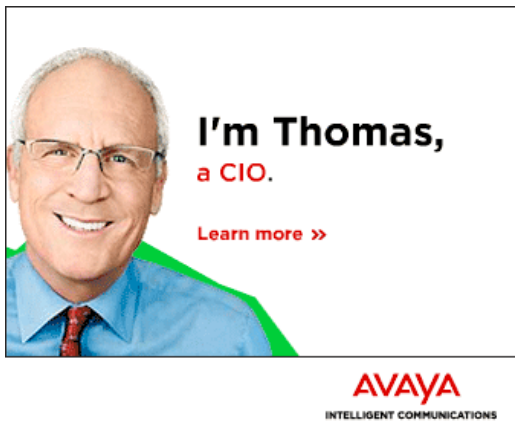
Safeguarding Laptop Data Is No Easy Task
Travelers lugging around laptop computers worry about losing them -- and with good reason. The hardware is worth hundreds or thousands of dollars, and lost or stolen data could be priceless.



Laptops vs. Desktop PCs: What's the Better Bargain?
The price of laptops has fallen so low that you really don't save much money by opting for a desktop system. But even a rugged netbook is no match for a desktop PC when it comes to durability and repairability.



Laptops Need Faster Bootup Times
New laptops, notebooks and netbooks that can boot up in 30 seconds? Too slow for me. Five seconds? Better. But what I really want is a machine that is ready in about a second, just like my smartphone.



Mobile Enterprise Spotlight



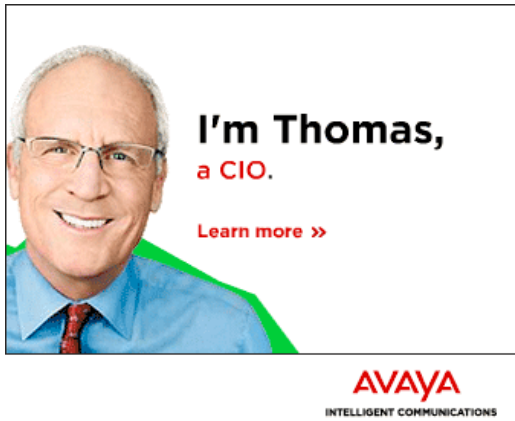
FCC Opens TV White Space for Wireless Broadband
The Federal Communications Commission has voted unanimously to allow long-range Wi-Fi service using white space, the unused portions of the spectrum between television signals.



Smartphone Users Say Devices Increase Productivity
As Internet-enabled cell phones are embraced by the corporate world, users say the devices allow them to be more productive by giving them access to e-mail and corporate data anytime, anywhere.



On a Test Drive, Autonet Was Neat But a Bit Bumpy
Would your kids like to surf the Web, connect with friends inside social networks and download music in the car? If so, consider Autonet Mobile, which turns your car into a wireless hotspot.



Navigation

NewsFactor Network

[Home/Top News](#) | [Enterprise I.T.](#) | [Hardware](#) | [Software](#) | [Network Security](#) | [Wireless Tech](#) | [Linux/Open Source](#) | [Apple/Macintosh](#) | [Microsoft/Windows](#) | [World Wide Web](#) | [Data Storage](#) | [E-Commerce](#) | **Personal Tech** | [Tech Trends](#) | [Business Briefing](#)

NewsFactor Network Enterprise I.T. Sites

[NewsFactor Technology News](#) | [Enterprise Security Today](#) | [CRM Daily](#)

NewsFactor Business and Innovation Sites

[Sci-Tech Today](#) | [NewsFactor Business Report](#)

NewsFactor Services

[FreeNewsFeed](#) | [Free Newsletters](#) | [Free Whitepapers](#) | [XML/RSS](#)

[About NewsFactor Network](#) | [How To Contact Us](#) | [Article Reprints](#) | [Careers @ NewsFactor](#) | [How To Advertise](#)

[Privacy Policy](#) | [Terms of Service](#)

© Copyright 2000-2008 NewsFactor Network. All rights reserved. Article rating technology by [Blogowogo](#).