



Java is Everywhere

THE MARKET

Sun Microsystems, Inc., the creator, visionary, and leading advocate of Java technology, is one of the largest providers of business software and hardware for the world. The company's global market for Java Powered products and services spans from children and adult consumers using digital devices on up through large corporate enterprises delivering business-critical software applications and services. As part of the Sun philosophy for solving the world's problems through radical engineering, Java technology enables people of all ages and walks of life to share, interact, and create new ideas that build a better tomorrow.

The market for Java technology has vastly expanded since its introduction 10 years ago. The original adopters of Java technology were software developers building applications, Web pages with interactive features, and games running on the widest variety of computers and digital devices. Because of the Sun belief that the best ideas should be shared, the Java programming language is free for development and runs on nearly every computer and digital device. The top choice of software developers continues to be the Java platform.



Today, as digital devices become as commonplace as pocket change, a new audience for the Java brand has emerged. Consumers have tasted the enhanced user experience that Java technology delivers to their favorite Web site, game, mobile phone, and more. The presence of the Java Powered brand has become a pivotal part of their purchasing decision. And, with 18- to 25-year

olds, the demand for Java Powered products is on fire. To them, displaying the Java logo is as important a personal statement as wearing the right athletic shoes. Following in the cool footsteps of their elder brothers and sisters, junior high and elementary school kids are also catching the fever for Java Powered products.

ACHIEVEMENTS

Java Powered is a consumer brand with momentum. About 30 percent of consumers say they prefer Java Powered products over other products, and around 85 percent of consumers say they have heard of the Java brand. To consumers, the Java brand is associated with a sense of humor, being "cool," "openness," and humanity.

The recent growth of the Java brand is significant. Just two to three years ago, very few applications displayed the Java logo to consumers or actively identified themselves as Java Powered.

But in 2002, U.K.-based wireless provider Vodafone offered free Java Powered applications to its 50 million consumers, and the demand for Java Powered applications soared. Overnight, telecommunications and Internet providers joined the Java technology boom to grow their own product preference.

Sun was quick to respond to consumers' newly found appetite for Java Powered products by launching the Web site for Java consumers: java.com. With 12 million unique visitors a month, java.com serves up the latest Java Powered applications. Web site visitors download the latest Java software for their desktop, test drive the latest mobile or desktop game or application, or mix and download a ringtone for their mobile phone — all free of charge.



HISTORY

In 1991, a small group of top Sun engineers, led by genius James Gosling, worked secretly around the clock for 18 months to create a revolutionary new technology for the "next wave" of computing. They labored to build a technology that would breathe life into the Internet's static pages, which at the time only included hyperlinked text and very basic graphics. This engineering dream team delivered a technology that allowed the Internet to display 3D graphics while giving users interactive applications such as on-screen calculators; better



yet, it ran unaltered on every platform. Internet developers were quick to assimilate this innovative technology, which brought the Web to life for users.

Then in 1995, Sun publicly announced Java technology — the first universal software platform designed from the ground up for the Internet and corporate intranets. That same year, Netscape Navigator added this hot new technology to its Internet browser.

Since 1995, the Java platform has attracted over 4.5 million worldwide software developers, is part of every major industry segment, and has a ubiquitous presence throughout digital devices, computers, and networks of any programming technology. Today, Java technology powers more than 2 billion devices.

THE PRODUCT

Java technology is used by software developers to create new and dynamic Java Powered applications that are in use around the globe.

Business enterprises develop or purchase Java Powered applications to help run their operations,



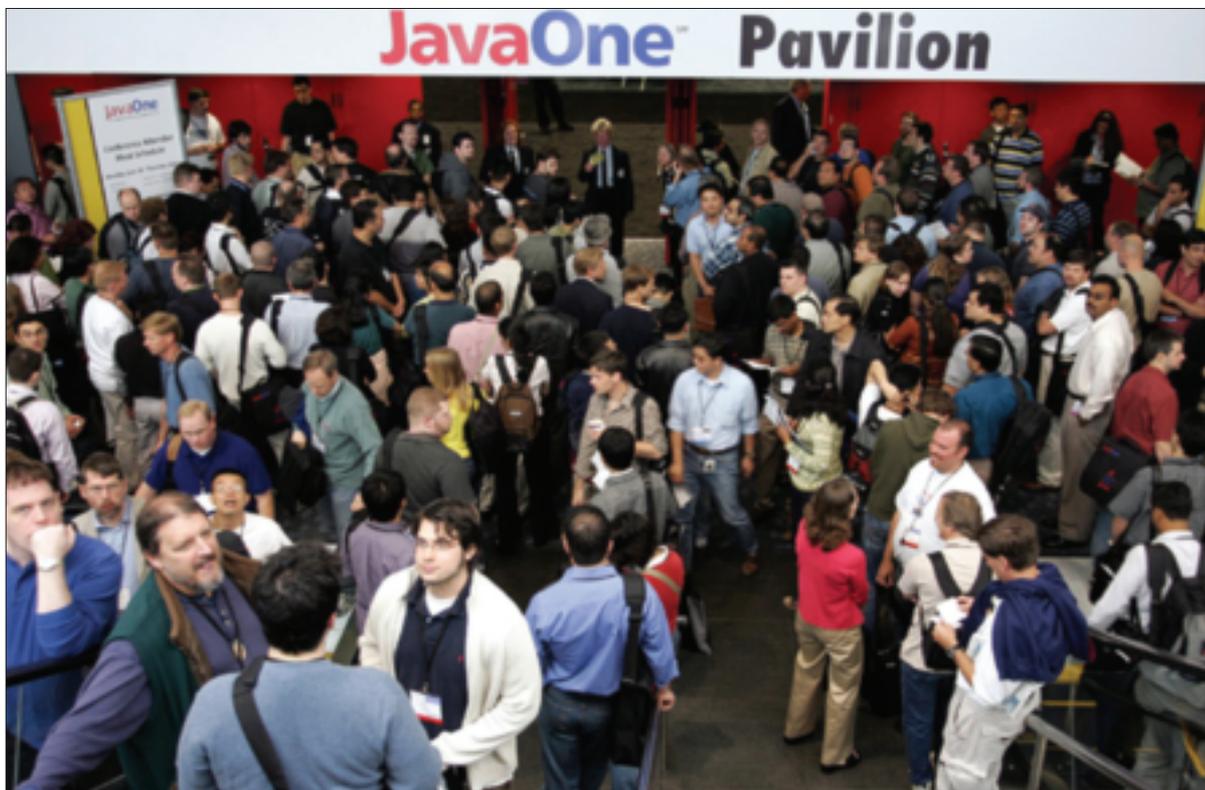
including IT infrastructure, productivity, and mission-critical applications.

Consumers rely on Java Powered applications to run their mobile phones, desktop systems, Internet browsers, interactive car dashboard displays, and more.

RECENT DEVELOPMENTS

Java technology turned 10 years old in 2005. Sun marked this significant milestone in a series of celebrations with customers and partners, including a spectacular annual JavaOne developer's conference. To chronicle the astonishing success and influence Java technology has had on the world in its first decade, *Hello World[s]*, a hard-cover book, was released.

Today, Java technology is found everywhere — 825 million Java technology-enabled smart cards, 650 million desktop PCs, 750 million Java Powered phones, and 140+ telecommunications carriers that deploy Java technology.



And to keep up with the enormous demand to display the Java logo on innumerable small-screen devices, the original Java “coffee cup” logo has been simplified while retaining its instantly recognizable visual heritage.

PROMOTION

Starting in October 2004, Sun launched a marketing sponsorship with mtvU to bring the fun, music, and excitement of the Java brand to college students across the United States. The 10-campus mtvU Road Trip Tour gave thousands of college students hands-on experience with Java Powered applications. Participants recorded videos and sent clips from java.com, created mobile personas, and competed in multiplayer Java Powered games. The campaign included television commercials aired on the mtvU campus network, reaching 700 campuses, 6 million viewers, and banner ads on mtvU.com.

In 2005, Sun and U2's Bono united to eliminate AIDS, starvation, and abject poverty throughout the world via the ONE Campaign. Because of the Sun commitment to help solve the world's problems through radical engineering, a Sun and Java technology infrastructure is helping Bono enlist a million contributors to the ONE Campaign during his U.S. tour.

During the U2 concerts, Bono rallies his audience to raise their cell phones and send him a text message pledging to make the world a better place for all. While the tiny flashing cell phone lights fill the auditorium like constellations in the night sky, Sun and Java technology splash the names of audience members making their pledge on giant screens throughout the auditorium.



BRAND VALUES

Sun believes radical engineering can devise solutions to the world's most impossible problems. That's why Sun offers the remarkable Java technology for free to developers and end users to allow the world to share, interact, and solve problems together.

With Sun and Java technology, people everywhere can create ideas, information, and opportunities that could never have been imagined before. To Sun, ideas should not be proprietary. In a free and open marketplace, the best ideas win.



**Java
Community
Process**

THINGS YOU DIDN'T KNOW ABOUT SUN MICROSYSTEMS

- Java.com, the Sun consumer Web site for Java technology enthusiasts, now hosts 12 million visits a month.
- Java.net, the Sun collaborative development Web site for new and exciting Java applications, has 129,000 members and hosts over 1,789 public development projects across 18 communities.
- Java.sun.com, the homeland for Java developers worldwide, represents an average of 51 percent of Sun.com's traffic, helping place sun.com within the top 600 most frequently visited sites on the Internet.
- Java technology lets you navigate the 3D world of Mars from a desktop computer using cameras on board the Mars Rover.
- With Java technology, researchers are literally surrounding themselves in a 3D cave of the human body. This advanced system provides a new model for researching complex genetic diseases.