

Sun Microelectronics Overview

for Web Site and Annual Shareholders Meeting Presentation

Written and edited by Adam J. Fleischer

www.adamwrites.com * adam@adamwrites.com

Project

Sun Microelectronics, a division of high-tech powerhouse Sun Microsystems, wanted a summary business overview for their web site and as the basis for a multimedia presentation for Sun's annual shareholders meeting and other events.

Client and Industry

Sun Microelectronics develops, designs, and distributes SPARC and Java microprocessor technologies and products for uses in networking, cryptography, and high-performance computing.

Challenge

Sun Microelectronics was a significant yet little-known division of Sun Microsystems. They were struggling with communicating their identity and importance within the Sun “universe” to a variety of constituents.

Skills

- Quickly understanding the Sun Microelectronics division
- Summarizing their identity and positioning effectively
- Developing a unique creative tone
- Writing for multiple media and purposes; text copy for the web and a voice-over script for a multimedia presentation

Sun Microelectronics

The Web Economy. The Post-PC Era. The eEverything Age.

One company understands the new language of net business.

One technology has the power to build the Network Age.

Sun Microelectronics, a division of Sun Microsystems, provides the technologies, tools, and teams to help build the new era of networked services – we're the force that's fueling the dot-com era.

Sun's Microelectronics group focuses on the development of **SPARC processors** and board-level products. Proven in the most demanding tasks, SPARC processors are powerful and flexible. More than a million SPARC processors have been installed worldwide, running more than 13,000 applications – products at work in all types of systems in most every industry.

Eight of the top ten Internet Service Providers run their business on SPARC systems.

With the experience and resources of a Fortune 100 company and the agility of a start-up, Sun Microelectronics led the development of the SPARC specification back in 1987 – and SPARC has led the development of Sun ever since. We pioneered the first industry-leading SPARC processor, and today Sun Microelectronics operates one of the world's largest fabless semiconductor companies. We offer our OEM customers multiple product lines and services to help build leading-edge products. That's why our customer list includes the biggest players in the electronics industry –

And why 75% of the Internet backbone runs on SPARC.

We've continued to expand and improve SPARC technologies – from the UltraSPARC I to the 64-bit UltraSPARC II series to the next-generation UltraSPARC III architecture. Beyond chips and boards, we're innovating a new way of doing business with Community Source Licensing of SPARC and picoJava technology. And we continue to generate momentum with a stream of new products.

Sun Microelectronics has the technology, the support, and the expertise OEM customers need to succeed. Wherever you are on your road to the dot-com era, Sun Microelectronics will help you take the next step.

Quickly. Cost-effectively. And confidently.

Sun Microelectronics – fueling the dot-com era.

* * * * *