


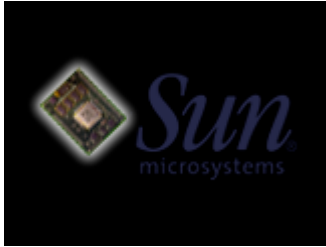







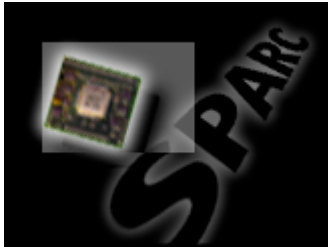

Voice Over / Narration

Visuals / Animation Direction

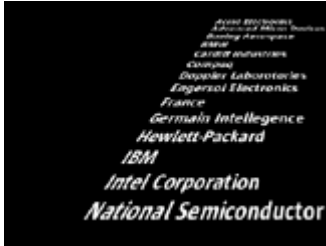
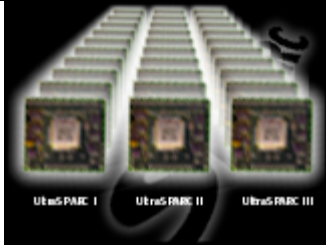
Music / Sound FX


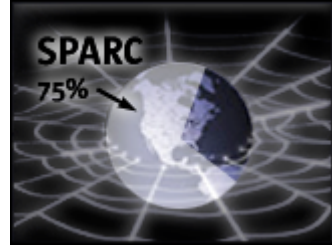

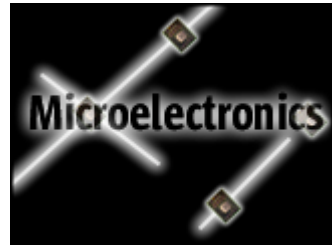
Voice Over / Narration	Visuals / Animation Direction	Music / Sound FX	
<p>SCENE 1 -----</p>	<p>-----</p>	<p>-----</p>	
<p>“The Web Economy. The Post-PC Era. The eEverything Age.”</p>	<p>1-01</p> <ul style="list-style-type: none"> • Start with blank Sun-blue screen • Begin zoom out... blue begins to intersperse with patterns of black... 		<p>theme music begins... (wall-to-wall behind all of scene 1)</p>
<p>“One company understands the new language of net business.”</p>	<p>1-02</p> <ul style="list-style-type: none"> • ...resolving into extreme c/u of Sun logo pulling away from camera 		<p>(SFX) Energetic whoosh</p>
<p>“One company can transform the new challenges...”</p>	<p>1-03</p> <ul style="list-style-type: none"> • A bright beam of energy hits the Sun logo bug... logo flares brightly... 		<p>(SFX) Energetic whoosh</p>
<p>“...into new opportunities.”</p>	<p>1-04</p> <ul style="list-style-type: none"> • then fades (Sun logo text fades out simultaneously with bug), revealing the bug has been transformed into a SPARC chip 		<p>(SFX) Energetic whoosh</p>





Voice Over / Narration	Visuals / Animation Direction		Music / Sound FX
<p>SCENE 2 -----</p> <p>“Microelectronics brings you the platform technologies...”</p> <p>“...for building the new era of networked services.”</p> <p>“We have the experience and resources of a Fortune 100 company...”</p> <p>“And the agility of a start-up.”</p>	<p>-----</p> <p>2-01</p> <ul style="list-style-type: none"> Large arrow cursor moves into frame and clicks on the dot in dot-com <p>2-02</p> <ul style="list-style-type: none"> Cut to new screen with small Sun logo above large type treatment of “Microelectronics” on a rich, textured background <p>2-03</p> <ul style="list-style-type: none"> Fade in still photo of a seasoned, determined looking athletic coach or business man... photo is tracking slowly from left-to- right behind text <p>2-04</p> <ul style="list-style-type: none"> Fade in still photo of a hurdler clearing the bar... photo tracks right-to-left behind text 	   	<p>-----</p> <p>(SFX) mouse click</p> <p>start new background music</p> <p>(SFX) slow motion sounds of running footsteps, steady, hard breath, and steady strong heartbeat</p> <p>(SFX) faint in background: a large crowd cheering</p>

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<p>SCENE 3 -----</p> <p>“Sun led the development of the SPARC specification in 1987.”</p> <p>“And SPARC has led the development of Sun ever since.”</p> <p>“We’ve continued to expand and improve SPARC...from the UltraSPARC I...to the 64-bit UltraSPARC II series...to the next-generation UltraSPARC III architecture.”</p> <p>“Over the past 12 years, millions of SPARC processors and boards have been installed worldwide. Running more than 13,000 applications.”</p>	<p>-----</p> <p>3-01</p> <ul style="list-style-type: none"> Cross-fade from previous screen to engineering schematic drawing of a semiconductor chip – with perspective text treatment of “SPARC” in background <p>3-02</p> <ul style="list-style-type: none"> Drawing flares and turns into a SPARC processor... chip lifts off page, drifts toward camera as page fades out in background <p>3-03</p> <ul style="list-style-type: none"> Add title under chip: “UltraSPARC I”, pop in second chip, add title: “UltraSPARC II”, pop in third chip, add title: “UltraSPARC III” <p>3-04</p> <ul style="list-style-type: none"> Build long line of chips receding to vanishing point behind each of the three foreground chips 	  	<p>(SFX) ‘bionic man’ digital sounds</p> <p>(SFX) flare</p> <p>(SFX) digital blips as titles pop in</p> <p>(SFX) repeat ‘bionic man’ digital sounds</p>

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<p>“Today we offer our OEM customers multiple product lines and services to help build leading-edge, network-ready products.”</p>	<p>3-05</p> <ul style="list-style-type: none"> Fade out lines of chips, build rapid fire montage of product shots and screen text showing current products and services (images and text come on screen, stay awhile, then are replaced by others – generate excitement through motion and flaring light f/x) 	<p>(SFX) swooshing sounds</p>
<p>“There are Microelectronics products at work in all types of systems...in virtually every industry.”</p>	<p>3-06</p> <ul style="list-style-type: none"> Continue rapid fire montage using images of systems and industries (Wall Street, telecommunications, scientists and researchers, retail businesses, government, banking., corporate data centers) 	<p>(SFX) swooshing sounds</p>
<p>“That’s why our customer list reads like the Who’s-Who of the electronics industry...”</p>	<p>3-07</p> <ul style="list-style-type: none"> Fade out montage – fade in scrolling customer list (in perspective... StarWars style) 	
<p>“...why 8 of the top 10 Internet Service Providers run their business on SPARC systems...”</p>	<p>3-08</p> <ul style="list-style-type: none"> Continue scrolling customer list... add ISP names/logos, popping them in and out, rapid fire 	



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<p>“...and why 75% of the Internet backbone runs on SPARC. “</p>	<p>3-09</p> <ul style="list-style-type: none"> As last ISP logo disappears, fade out scrolling customer list and fade in internet globe... clock wipe highlight onto 75% of globe... add caption “SPARC 75%” 		
<p>SCENE 4 -----</p>	<p>4-01</p> <ul style="list-style-type: none"> Transition from previous screen to CSL global-techno-handshake image 		<p>Begin theme music reprise</p>
<p>“Beyond chips and boards, we’re innovating a new way to do business, with Community Source Licensing of SPARC and picoJava technology.”</p>	<p>4-02</p> <ul style="list-style-type: none"> Fade out CSL image... begin replay of network sphere 3D f/x (from scene 1)... keep “Microelectronics” logo on screen 		
<p>“Microelectronics is building momentum with a constant stream of next-generation products and technologies.</p>	<p>4-03</p> <ul style="list-style-type: none"> Continue network sphere zoom 		
<p>“Sun Microelectronics has the technology, the support, and the expertise OEMs need to succeed.”</p>			

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<p>“Wherever you are on your road to the dot-com era, we’ll help you take the next step. Quickly. Cost-effectively. And confidently.”</p> <p>“Sun Microelectronics”</p>	<p>4-04</p> <ul style="list-style-type: none"> Complete network sphere zoom... add “com” to dot <p>4-05</p> <ul style="list-style-type: none"> Fade in open road image behind previous screen <p>4-06</p> <ul style="list-style-type: none"> Fade out open road image and “.com”... leaving “Microelectronics”... add Sun logo <p>4-07</p> <ul style="list-style-type: none"> Fade to black 	   	<p>Theme music completes</p>