

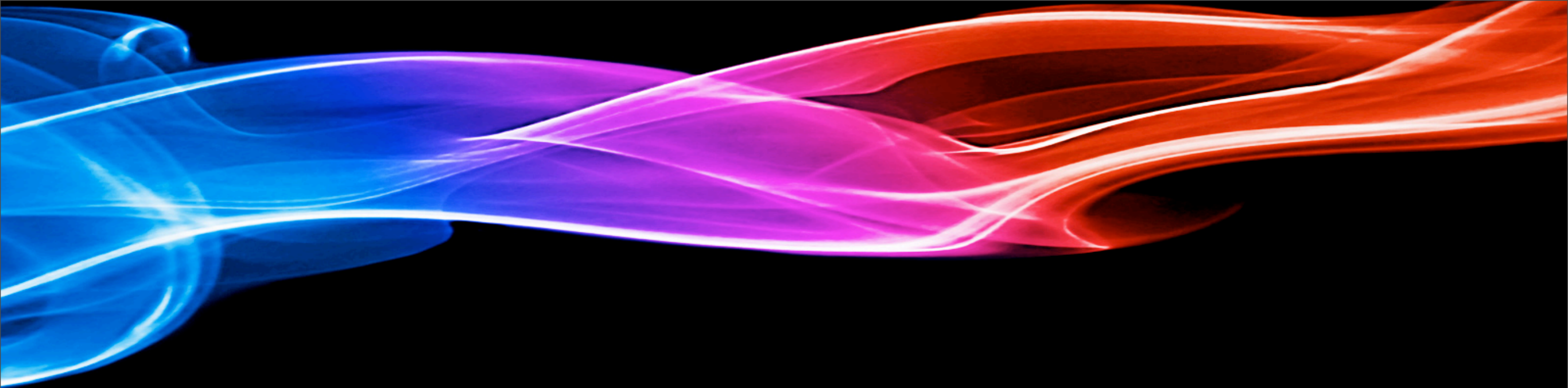


Eric Klein

Vice President,
Application Platform Software
Sun Microsystems, Inc.



FX



What is
Open?



The top of the slide features several horizontal, wavy light streaks in shades of blue, purple, and orange, creating a dynamic, abstract background.

Who is Switzerland?

A decorative header consisting of several horizontal, wavy light streaks in shades of blue, purple, and orange, set against a black background.

Who is Switzerland?

How do you drive innovation?



Who is Switzerland?

How do you drive innovation?

How do you monetize?



Who is Switzerland?

How do you drive innovation?

How do you monetize?

Fragmentation?

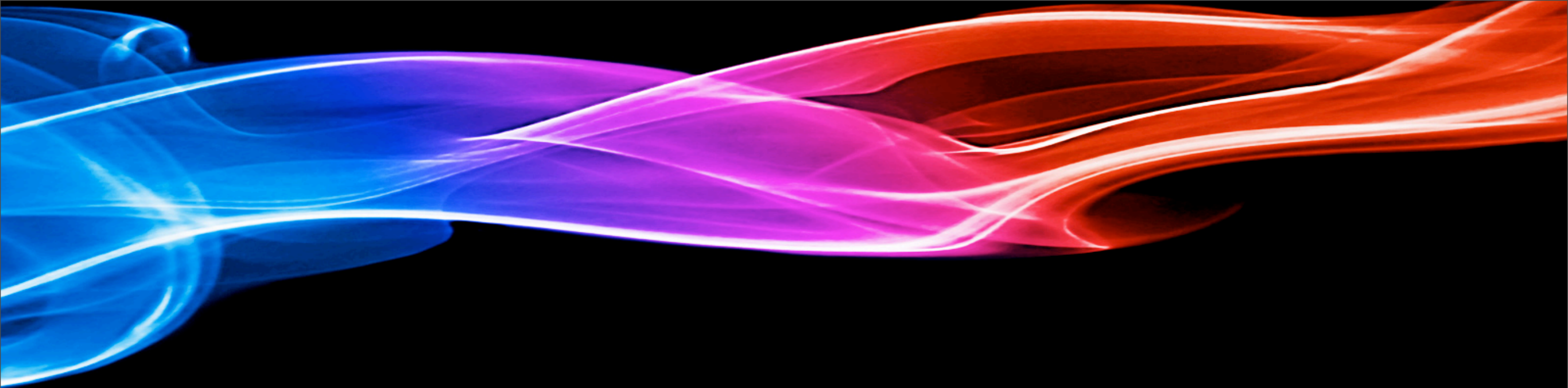


Who is Switzerland?

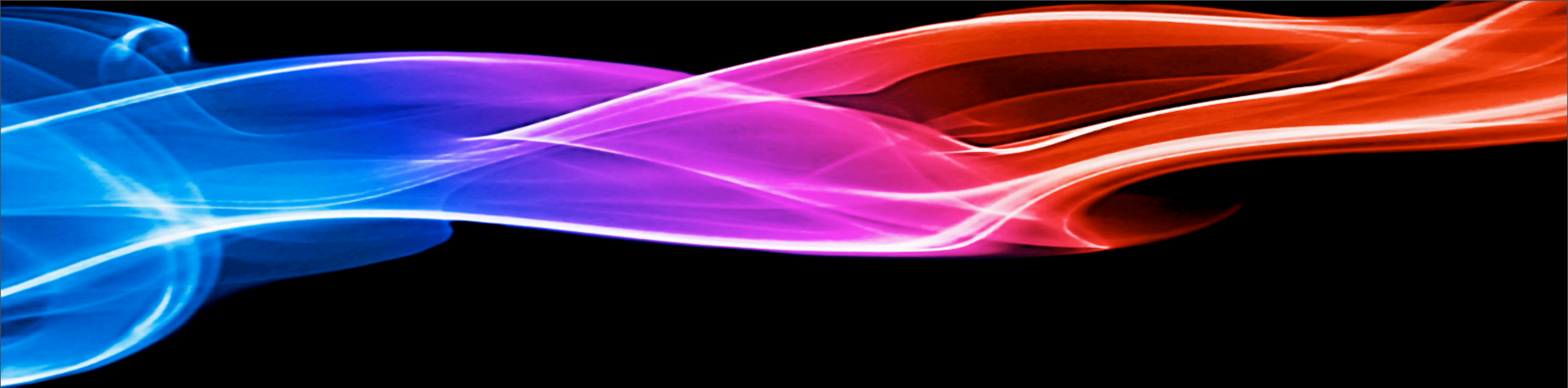
How do you drive innovation?

How do you monetize?

Fragmentation?



So What Did
We Learn?



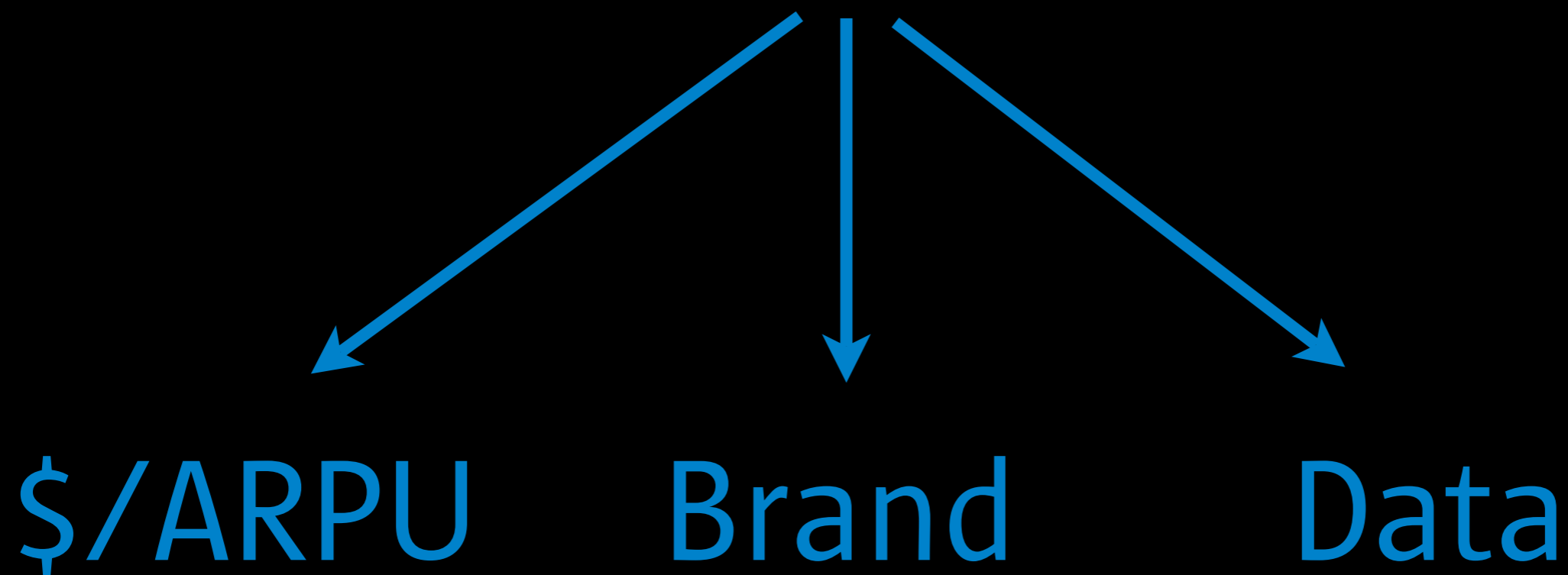
Freedom to Make Anything

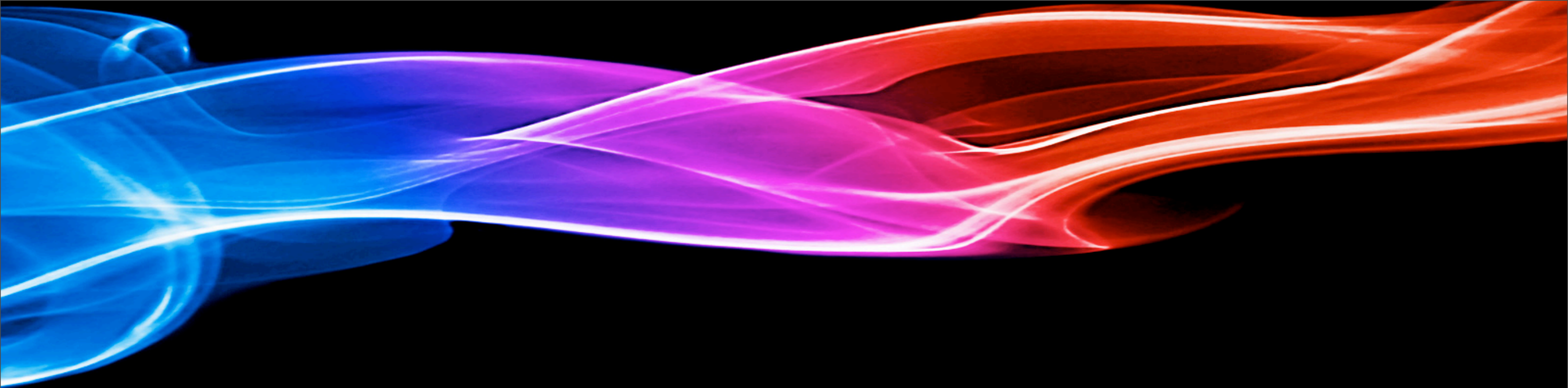


The top of the slide features several horizontal, wavy light streaks in shades of blue, purple, and red, creating a dynamic, glowing effect against the black background.

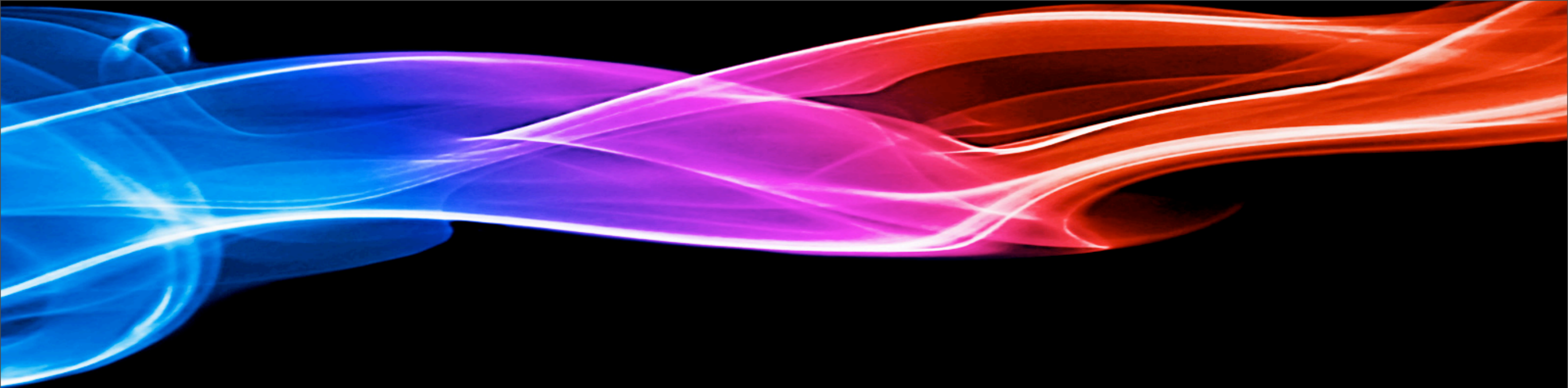
Most Valuable Relationship:
End User

Most Valuable Relationship:
End User





Never
Disintermediate



form^{and} function

FX



Java™



Expressive
Design Productivity
Cutting Edge



Portability
Functionality
Secure/Mature

Coming (Very) Soon...

Preview SDK ✓

Desktop 1.0

Mobile 1.0



JavaOne '08

Mobile World
Congress

JavaOne '09

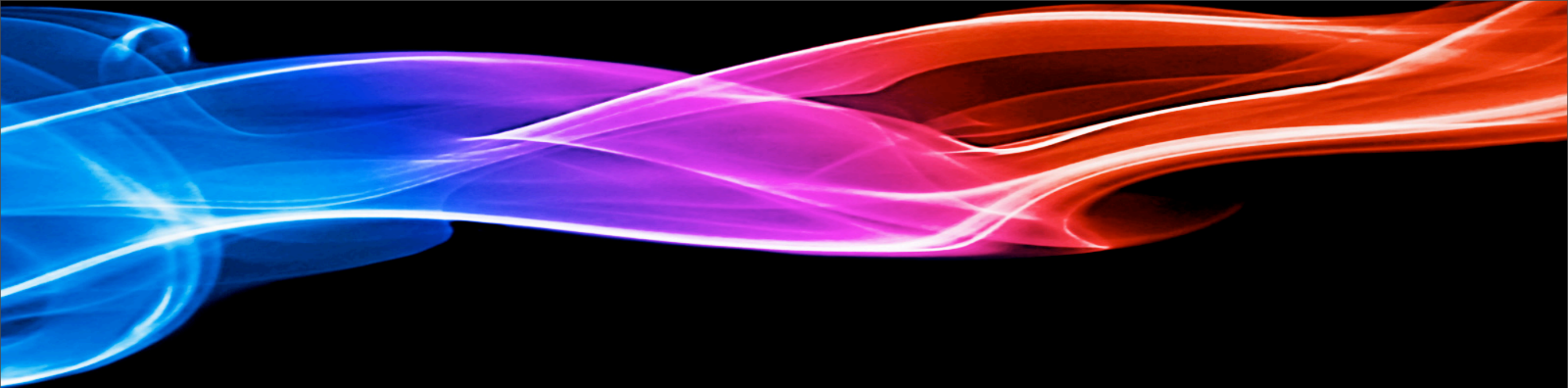




15,000,000



5,000,000,000



Q&A



Thank You

And Rich Green, thank you!