



NAB 2006 Las Vegas For Press & Analysts

<http://www.sun.com/aboutsun/media/presskits/nab2006/index.html>

SUN MICROSYSTEMS HELPS BRIDGE THE GAP TO MULTI-FORMAT CONTENT STORAGE AND DELIVERY [Booth SL3809]

At this year's NAB show, Sun Microsystems announces a series of industry-leading, open standards-based products, technologies and solutions to help media, entertainment and broadcast companies manage and distribute digital content to multiple next-generation platforms. With the convergence of voice, video and data over the Internet, consumers now have a great deal more choice in how and where they consume content—over the Internet or via a TV, PC or cell phone. Media companies such as cable operators, movie production houses, content creators and broadcasters need to move quickly to adjust to this new phenomenon. They are turning to Sun for help. At NAB booth SL3809, Sun will show how it is working with key ISVs to provide one of the industry's most comprehensive and cost-effective media distribution and management solution – all the way from the data center to consumer platforms like HDTV, IPTV, Blu-Ray disc, mobile phone, PC and TV set-top box.

FOR IMMEDIATE RELEASE – April 25, 2006

HBO TEAMS EXCLUSIVELY WITH SUN MICROSYSTEMS TO LEAD BROADCAST INDUSTRY EVOLUTION TO OPEN STANDARDS -BASED STORAGE AND DELIVERY ARCHITECTURE

Release Date: April 25, 2006

Summary: Sun Microsystems today announced that Home Box Office, America's most successful television network and a leading global broadcaster has evolved its digital broadcast architecture exclusively using Sun Microsystems workflow and storage technologies. HBO's digital programming repository takes advantage of Sun's scalable and cost-effective enterprise servers, storage solutions and Java technology to meet HBO's demanding throughput, reliability and future growth requirements.

FOX TELEVISION STATIONS TURNS TO SUN MICROSYSTEMS SERVERS, STORAGE AND SOLARIS 10 AS FOUNDATION FOR NEW SALES AND TRAFFIC SYSTEM

Release Date: April 25, 2006

Summary: Sun Microsystems today announced that Fox Television Stations, Inc. (FTS), a wholly owned division of News Corporation and one of the largest broadcast groups in the United States, has selected Sun's Solaris 10 operating system (OS), servers, storage, and service to power its new centralized sales, traffic and programming management system. By replacing stand-alone solutions based on IBM AS400 servers with the Sun solutions, Fox will be able to more effectively monitor and manage the entire business process, from sales to billing, for all revenue streams.

COMPUTER-ANIMATED MOVIE "BARNYARD" CHOOSES SUN MICROSYSTEMS TECHNOLOGY

Release Date: April 25, 2006

Summary: The upcoming Nickelodeon Movies computer-animated movie "Barnyard," distributed by Paramount Pictures and slated for release on July 28, features complex computer-generated animation that

required unique and creative solutions from Sun Microsystems Inc. (Nasdaq: SUNW). The filmmakers' challenging vision for the film – with multiple characters per scene and characters with complex features such as fur and scales – meant complex data, which requires more time-intensive computing.

SUN MICROSYSTEMS HELPS BROADCAST INDUSTRY BRIDGE THE GAP TO NEXT-GENERATION MULTI-FORMAT CONTENT DELIVERY.

Release Date: April 17, 2006

Quote: “Consumers are now driving the broadcast business—they are determining where and when, and in what form, they would like to consume content,” said Juan Dewar, vice president, Internet Services, Media and Entertainment Industries. “Sun’s 20 years of IT networking experience and comprehensive product portfolio makes us the ideal technology partner for the media industry as it is now turns to IT-centric technologies in its day-to-day operations to help it meet the demands of today’s empowered consumers.”

Executive Presentations at NAB 2006:

Speaker: Tom Jacobs, Director of Research at Sun Laboratories, Sun Microsystems

Title: "Consumer or Content: Who's Really King of the Digital Rights Hill?"

Location: South Hall S221

Time: 4:00pm – 5:00pm

Date: Monday, April 24, 2006

Moderator: Katherine Parker, Manager, Media and Entertainment

Title: “Low Resolution to Hi Definition: Analyzing the Different File Formats”

Location: South Hall, Lower Level, Multimedia Hall, Room S114

Time: 2:15pm – 2:45pm

Date: Wednesday, April 26, 2006

PRESS AND ANALYST CONTACTS

On-Site PR Contact:

Frances Freyberg, Sun Microsystems

Mobile: (650) 273-3505

frances.freyberg@sun.com

Off-Site PR Contact:

Rebecca Lui, Sun Microsystems

Direct Line: (408) 276-5292

Email: rebecca.lui@sun.com

Off-Site AR Contact:

Christine Sten, Analyst Relations: Sun Microsystems

Direct Line: (206) 257-0530

Email: christine.sten@sun.com

Diane Hepps, Bite Communications for Sun Microsystems

Direct Line: (212) 857-9385

Email: diane.hepps@bitepr.com

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