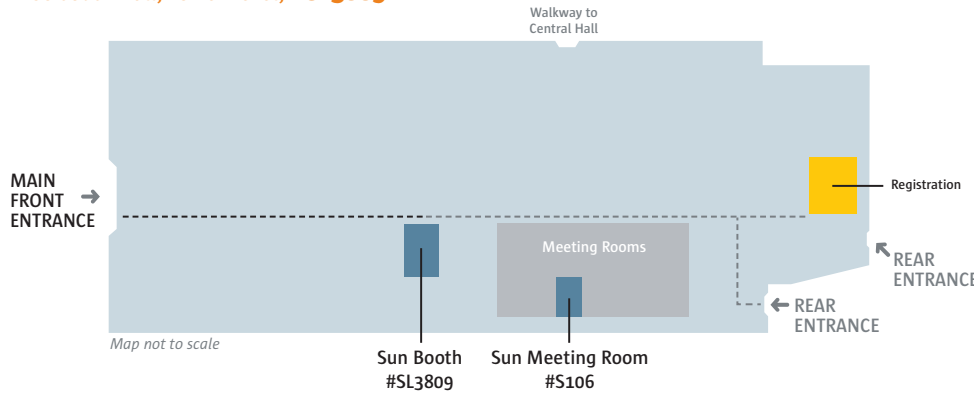


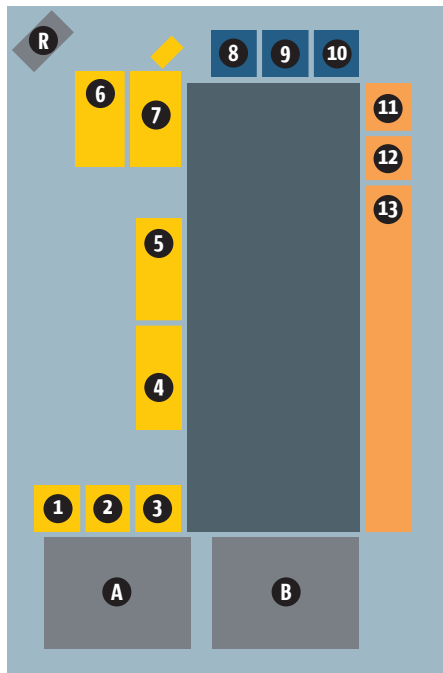
JOIN US AT BOOTH #SL3809

VISIT SUN MICROSYSTEMS AT:
LVCC South Hall, Lower Level, #SL3809



Visit Sun's Partners at these booths:

- Ascent Media Group – SU2947
- Artesia – SL3035
- Avid – SL701
- Front Porch Digital – SU2236
- Harris – C807, SU2929
- Masstech Group – SU1642
- Pilat Media – SL1585
- SGL – SL3764
- SGL – SL1513V
- Skymicro – SL1443
- Telestream – SL2781
- Thomson/Grass Valley Group – SU2906, SU2906A



Sun Microsystems Booth Key

- R** Registration
- A** Meeting Room A
- B** Meeting Room B

Media Management and Storage

- 1** Video Ingest Management System (VIMS) – New!
- 2** Video Asset Management System (VAMS) – New!
- 3** Media Asset Management Reference Architecture 2.2 (MAM RA 2.2)
- 4** Thought Equity Inc. – Video Management & Licensing Solution
- 5** Sun StorageTek 5800 [Honeycomb] – Content-Aware Storage System
- 6** Front Porch Digital – Digital Content Archive Technology
- 7** Sun StorageTek SL8500 – Robotic Data Retrieval

Multi-Format Distribution

- 8** Agnostic Media Inc. – Multi-Format Content Distribution
- 9** PacketVideo Network Solutions – An Alcatel Company
- 10** Digisoft Ltd. – IPTVBox for Interactive IPTV

Consumer Experience

- 11** Zodiac Gaming – Advanced Applications for OCAP
- 12** Sonic Solutions – Blu-Ray Disc Authoring
- 13** High-Definition Audio-Video Network Alliance (HANA)

STORE, MANAGE, DISTRIBUTE & CONSUME All Your Digital Content

Visit
Sun Microsystems
at NAB
Booth #SL3809



We look forward to seeing you at NAB, where Sun has an exciting booth line-up and set of related events. Our recent acquisition of StorageTek and new product introductions are on the show floor. **And don't forget to bring this show guide for access to our booth cocktail hour Tuesday, 5-6 PM.** See you soon!



Juan Dewar, VP
Media & Entertainment
Industry Sales

MEDIA MANAGEMENT AND STORAGE.

Sun will showcase the most comprehensive hierarchical storage solutions based on Sun StorEdge 5000, 6000, and StorageTek Flexline Product Families.

1 NEW! Video Ingest Management System

- Broadcast video & audio I/O with VTR control
- Automated digitizing & encoding with user selectable Codecs
- Basic system includes over 200 hours of storage (DV50)

2 NEW! Video Asset Management System

- Complete low-cost video asset management in a box
- Video ingest, index, store, transcode, deliver
- Support for browser-based clients
- Basic system includes over 200 hours at DV50

3 Media Asset Management Reference Architecture 2.2

AWARD WINNER*

- Integrate legacy broadcast infrastructure with new IP-centric technologies using Java
- Interfaces to station automation, broadcast play-out, editing, and ad trafficking systems
- Lens to lens connectivity with Java technology
- Most widely deployed Services Oriented Architecture for Media

* 2006 Technology of the Year Award, Frost & Sullivan

DAM CONFERENCE PANEL

Wednesday, April 26, 2:15-2:45 pm

South Hall, Lower Level, Multimedia Hall, Room #S221

Katherine Parker, Moderator; Global Business Development Manager, Sun Industry Sales, Media & Entertainment

Low Resolution To Hi Definition: Analyzing the Different File Formats.



4 Thought Equity Inc.—Video Management & Licensing Solution

- Hierarchical storage management solution
- Shared storage with shared file system using Sun SAM-FS

5 NEW! Sun StorageTek 5800 [Honeycomb]—Content-Aware Storage System

- Horizontally scalable, low-cost clustered architecture
- Extensive metadata & fast search
- Dramatically reduced management cost
- Self-healing, self-balancing design

6 Front Porch Digital—Digital Content Archive Technology

- DIVArchive—digital content archive management solution

7 Sun StorageTek SL8500—Robotic Data Retrieval

- Automated, robotic data retrieval system
- Fully redundant, hot swappable components for near zero downtime
- Scalable from 1000 to over 300,000 cartridge slots
- High slot density to make maximum use of floor space
- Library partitioning to share storage hardware between departments

MULTI-FORMAT DISTRIBUTION.

Sun's Multi-Format Distribution area showcases:

8 Agnostic Media Inc.—Multi-Format Content Distribution

- GridCoder—multi-format software-based transcoding solution
- **NEW!** VODFLOW—completely automated VOD programming tool!
- Multi-format play-out with dynamically added graphic overlays, ratings, & interstitials

9 PacketVideo Network Solutions—An Alcatel Company

- Mobile media distribution solution
- Turnkey solutions for content encoding & applications development
- Compelling user experience for Java-based mobile handsets

10 Digisoft Ltd.—IPTVBox for Interactive IPTV

- Stand-alone IPTV laboratory
- Design, develop, deploy, & test applications
- International developer community

CONSUMER EXPERIENCE.

Sun's Consumer Experience area showcases:

11 Zodiac Gaming—Advanced Applications for OCAP

- Multiplayer gaming based on Java technology across set-top and cell phone
- Advanced content scales to target platform capabilities
- Graphically-rich portals for easy navigation

12 Sonic Solutions—Blu-Ray Disc Authoring

- Scenarist®—BD-J Authoring
- Powerful Java Integrated Development Environment for interactive Java-enabled applications
- Blu-Ray disc player application supporting BD-ROM playback on a PC

13 High-Definition Audio-Video Network Alliance (HANA)

- Open, standards-based design guidelines ensure cross-vendor compatibility and a premium HDTV viewing experience from devices connected throughout the home.
- HANA living room demonstrates quality-of-service for HD content and services, MPAA-approved content protection, and unprecedented ease-of-use for consumers.
- Alliance members include founding member Sun and many key players such as Warner Brothers, Samsung, NBC Universal, JVC, and Mitsubishi Digital Electronics America

SUN INFOSESSION

Monday, April 24, 4-5 pm

South Hall, Room #S221

Tom Jacobs, Speaker; Director, Sun Labs

Consumer or Content: Who's Really King of the Digital Rights Hill? Updates on The Open Media Commons and DReAM efforts in pioneering open, royalty-free digital rights management technologies.

