



THE JAVA™ BRAND MEANS BIG BUSINESS

Put the power of the brand to work for you



The Java™ brand is one of the hottest technology brands in the world, recognized by 100% of IT professionals, and over 86% of tech-savvy consumers around the globe. One in three consumers surveyed say Java technology plays a key role in their purchasing decision (source: Momentum Research Group, 2004).

Tell the world your products are Java Powered!



Get Branded!

It's fast, easy, and makes great business sense. Here are some places to start:

- Mobile game and applications – Join the **Java Verified Program** www.javaverified.com
- Desktop games and applications – Join the **Sun Partner Advantage Program** <http://partneradvantage.sun.com>
- Fans that love Java – Display the **Java Get Powered** logo www.java.com/javagetpowered
- Unleash the power of the Java brand – Learn more at the online **Java Brand Guide** www.java.com/brand
- Provide your web site visitors a direct link to Java technology – host the download button <http://logos.sun.com/spreadtheword>

• Desktop Games and Applications

Applications developed with compatible Java SE 1.4.x (or higher), or applications that bundle the Java Runtime Environment, can apply for the Java Powered logo by joining the Sun Partner Advantage Program at the associate level (for free).

<http://partneradvantage.sun.com>

• Mobile Games and Applications

By testing your mobile application through the Java Verified Program you and your customers can be sure your application meets the industry recognized test criteria created by Java technology experts.

Learn more: www.javaverified.com

Promote Your Applications on java.com – Hot Games, Cool Apps

Over 16 million unique visitors from 200 countries visit java.com each month to check out the most entertaining and compelling products developed with Java technology. Once you've successfully branded your products with the Java Powered logo, we invite you to submit your Java technology-based desktop and mobile products to be featured on java.com. Submit: www.java.com/en/dukeszone/featuresubmission.jsp

Mobile applications can also be submitted for placement on mobile.java.com – the wireless version of java.com – to be sold through up to 250 worldwide carriers. Learn more: <http://bango.com/packages/java.asp>

Java Software Download Button

If you are promoting Java technology-based desktop applications on your web site, be sure to host the download button and provide your visitors direct access to the latest version of the Java Runtime Environment (JRE).

Download now:

<http://logos.sun.com/spreadtheword>



Are You an In-house Developer?

Show your enthusiasm for Java technology with the Java Get Powered logo. Use it on your blogs and web sites, t-shirts, coffee mugs, personal presentations and other belongings. Check it out:

www.java.com/javagetpowered



Java Brand Resources & Information

Be sure to bookmark www.java.com/brand, your one-stop-shop for Java brand resources, contact information, and FAQs.

Sun Microsystems, Inc. 4150 Network Circle, Santa Clara, CA 95054 USA Phone 1-650-960-1300 or 1-800-555-9SUN Web sun.com

©2006 Sun Microsystems, Inc. All rights reserved. Sun, Sun Microsystems, the Sun logo and Java are trademarks or registered trademarks of Sun Microsystems, Inc. in the United States and other countries.