



JavaOneSM

Sun's Worldwide Java Developer Conference



JavaOne™

Sun's Worldwide Java Developer Conference

JavaSoft Business Roadmap

*Dave Spenhoff
Director of
Product
Marketing*

Java's Hot



“We need a secure, platform-independent, extensible, component-based dynamic environment that is easy to maintain and will give us the reuse we crave. And we haven’t had it ... until Java”

— Christine Comaford, Columnist,
PC Week 1996

“Java is the most important programming language since Visual Basic.”

— Larry O’Brien, Editor-in-Chief,
Software Development 1996



The Future Is Here And You're Part of It



- **R.R. Donnelley & Sons**
- **Kodak**
- **BulletProof**
- **Home Account Network**
- **Weather Underground**



Tools For Development Today



**“Once development tools are readily available,
the number of Java applications could explode.”**

— Business Week, May '96

Java Application Revenue

1996 \$3 million

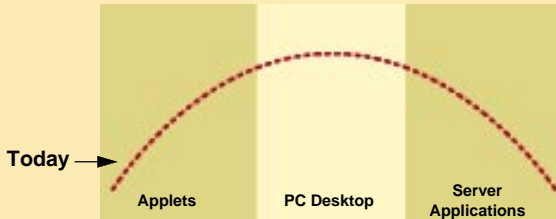
1999 \$629 million

— Forrester Research '96

Take Five, Symantec,
Webra, KL Group, Borland,
Atria, Rational, ILOG,
Central Design Systems,
Rogue Wave, Applix, Open
Horizon, BulletProof, IONA,
Mercury Interactive,
Visigenics, Seer, Gupta

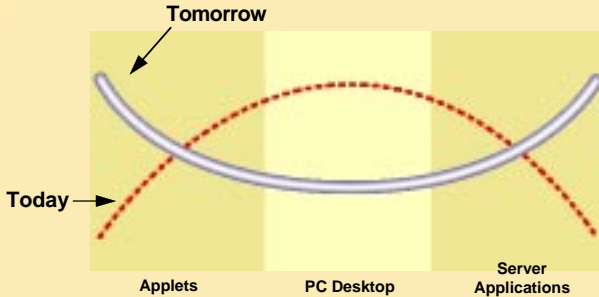


Industry Trends - Today



Application Size and Complexity

Industry Trends - the Future

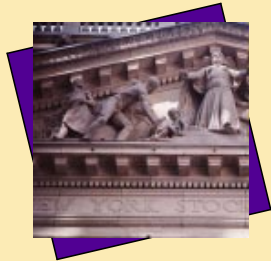


Application Size and Complexity

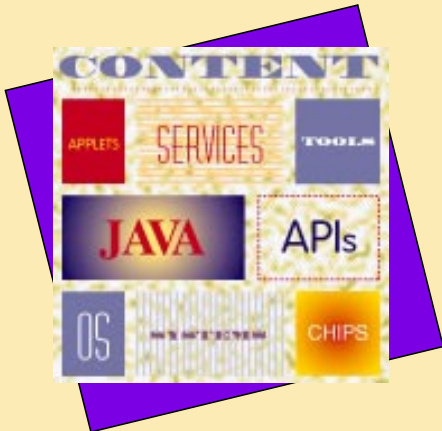
Java Is For Every Application



- **Intranet**
 - The fastest growing market segment
- **Finance**
 - Wall street to back office applications
- **Commercial**
 - Customer management
- **Electronic Commerce**
 - Secure on-line payment systems



The Java Payoff



The Java API Framework



The Java Base Platform



The Java Extended Platform

Java API Roadmap



- **JavaMedia™ APIs**
- **JavaEnterprise™ APIs**
- **JavaCommerce™ APIs**
- **JavaSecurity™ APIs**
- **JavaEmbedded™ APIs**
- **<http://java.sun.com>**

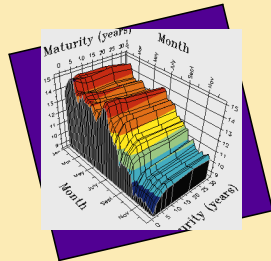


JavaMedia™ APIs



- 2D & 3D Imaging and Geometry
- Animation
- Timed Media Components
- Collaboration
- Telephony

**Opportunities: content,
implementation**



JavaEnterprise™ APIs



- **JDBC - Connects Java to RDBMs**
- **IDL - Connects Java to legacy programs & data**
- **Java RMI - Java Remote Method Invocation**

Opportunities: client/server applications



JavaCommerce™ APIs



- **Shopping Cart and Billing Applets**
- **Transaction Applet**
- **Payment Cassettes**
- **Service Cassettes**

Opportunities:
on-line software distribution,
cassette development, on-line
commerce systems



JavaSecurity™ APIs



- **Authentication**
- **Key Management**
- **Encryption**

Opportunities: secure all web communications



JavaEmbedded™ APIs



- **Small Footprint**
- **Subset of all Java APIs**
- **Networking devices**
- **Consumer electronics**
- **Industrial applications**

**Opportunities: software
for integrated network
devices**



Kona



- **System software for Java**
- **Compact and portable**
- **High quality and fast**

Opportunities: network computers, embedded devices i.e., copiers, printers, consumer applications, set top boxes and cell phones

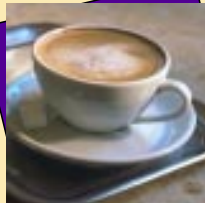


HotJava™



-
- **More than just a browser**
 - **New class libraries enable customizable Web applications**
 - **Access, display and interact with Web content**

Opportunities: custom Inter/intranet Web sites, network computer desktops, Web kiosks, branded user environments, c/s interface



Java Roadmap



Bringing Your Java Applications To Market



- **Match your customer business model**
- **Use the Web**
- **Tap new markets and channels**

**Opportunities: creative,
secure access to the
Web**



Your Opportunities are Limitless



- **Tools and applications**
- **Products and services**
- **Better API implementations**
- **Client/server & multi-tier solutions**

