



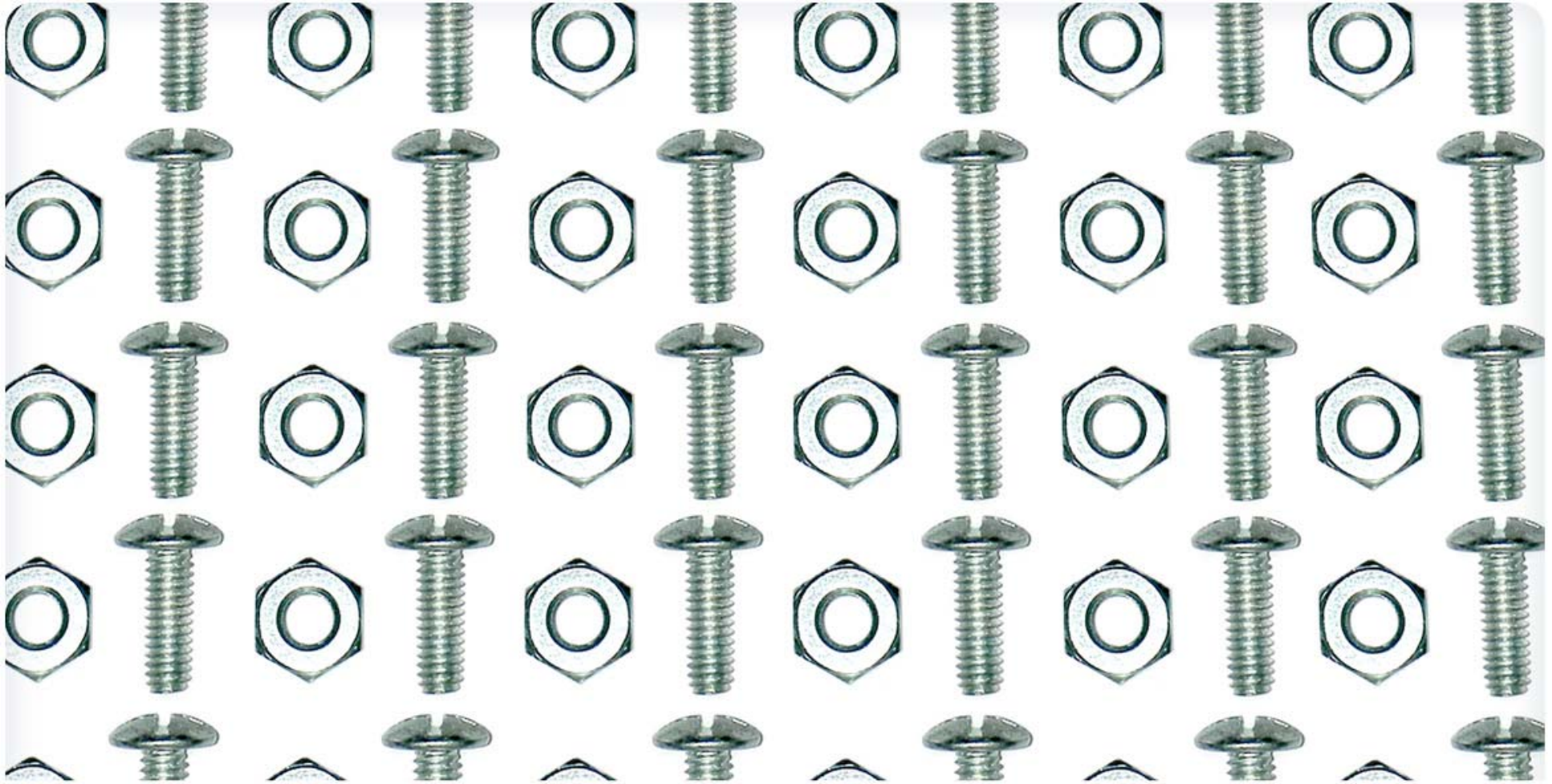
Sun Microsystems

Standardizing for Collaborative Advantage A Path Forward

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A Deliberate Act



A standardization strategy to serve national interests

Choice or Duty?



Standards

- can balance or manage social growth
- can be used to create, develop, and regulate markets
- can set industry policy
- allow structured market development

Which means

- They are a form of Government grant that allow competitors to work together
- Governments have a duty to ensure their use for national good

“National Good”



Means different things to in different societies

Standards should:

Standards should:

- Be technical specification written by a sanctioned standards body
- Must allow multiple competing implementations

A Standards Body should ensure:

- Unambiguous IPR Policy (ex-ante royalty free)
- Approved accreditation
- Method of validation for implementations



Cooperation and Collaboration

- Open Source implementations of Open Standards
- Market for standardization
- Reward for implementors meeting market needs which drives...
- Local, national, regional and eventually international growth



National to International Standards – will we get there?



Thank You

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