THE JAVA BRAND:
FROM GEEK TO CHIC

While originally known only by serious developers, the "Java" brand has grown to become one of the most well-known and respected brands in technology. It is recognized by 86 percent of tech-savvy consumers around the world, and, given the choice, one in three tech consumers prefers products that have Java technology to those that don't.

"The growth and market demand for the Java Powered brand has been overwhelming" said Ingrid Van Den Hoogen, Sun's vice president of Brand Experience and Community Marketing. "We see consumers using the brand to determine which games and software to play and buy, and device manufacturers from printers to cell phones all looking to display the Java Powered logo."