

INTRODUCING V-BOTS | SPRING 2002

VOLUME SYSTEMS PRODUCTS



REZ VS. DR. TABULATION  
AND THE SLO-BOTS!

FEATURING  
SUN BLADE™ 2000!

WARNING!

SUN INTERNAL CONFIDENTIAL  
FOR SUN CHANNEL PARTNERS,  
SUN SALES REPRESENTATIVES,  
SUN SYSTEMS ENGINEERS

THIS IS THE FIRST IN A SERIES OF COMIC BOOKS DESIGNED TO PROVIDE PERTINENT INFORMATION ON SUN MICROSYSTEMS, INC. PRODUCTS. THE INFORMATION PROVIDED WITHIN IS INTENDED TO EDUCATE/TRAIN SUN FIELD MARKETING, SUN CHANNEL PARTNERS, AND SUN SYSTEM ENGINEERS ON THE SUN BLADE™ 2000 APPLICATIONS, ATTRIBUTES, COMPETITION, AND KEY COMPETITIVE ISSUES. ONCE YOU READ THIS COMIC BOOK, GO TO [HTTP://WWW.SUN-VBOTS.COM/VOL1](http://WWW.SUN-VBOTS.COM/VOL1) AND TAKE THE ONLINE QUIZ. IF YOU PASS, YOU'LL BE SENT A V-BOT COLLECTIBLE ITEM. IF YOU DON'T PASS, STUDY UP, AND TAKE IT AGAIN UNTIL YOU DO.\*  
— JEFFREY GREENWALD, VSP MARKETING, PHONE: 650-786-6713 (x86713), E-MAIL: JEFFREY.GREENWALD@SUN.COM

IN THE HEADQUARTERS OF THE POWERFUL V-FORCE, V-BOTS REZ, SLIM, AND TANK ARE PUTTING THE FINAL TOUCHES ON A SUN BLADE™ 2000 WORKSTATION.

PRETTY EXCITING.  
PRODUCT LAUNCH TIME,  
COMING UP.

EXACTLY  
WHAT THEY'VE ALL BEEN  
ASKING FOR.

V-BOT NAME:  
**SLIM**  
MAKE-UP:  
ENTRY SERVERS TIER 1  
MOTTO:  
**RACK IT**

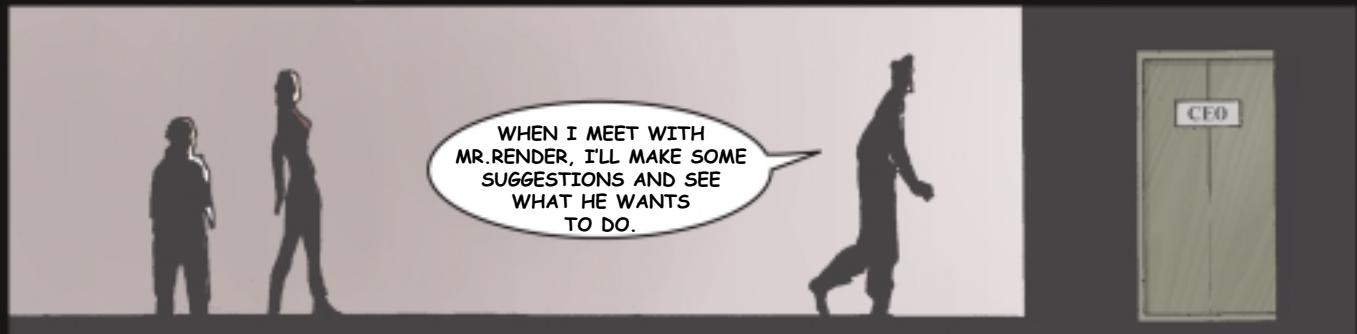
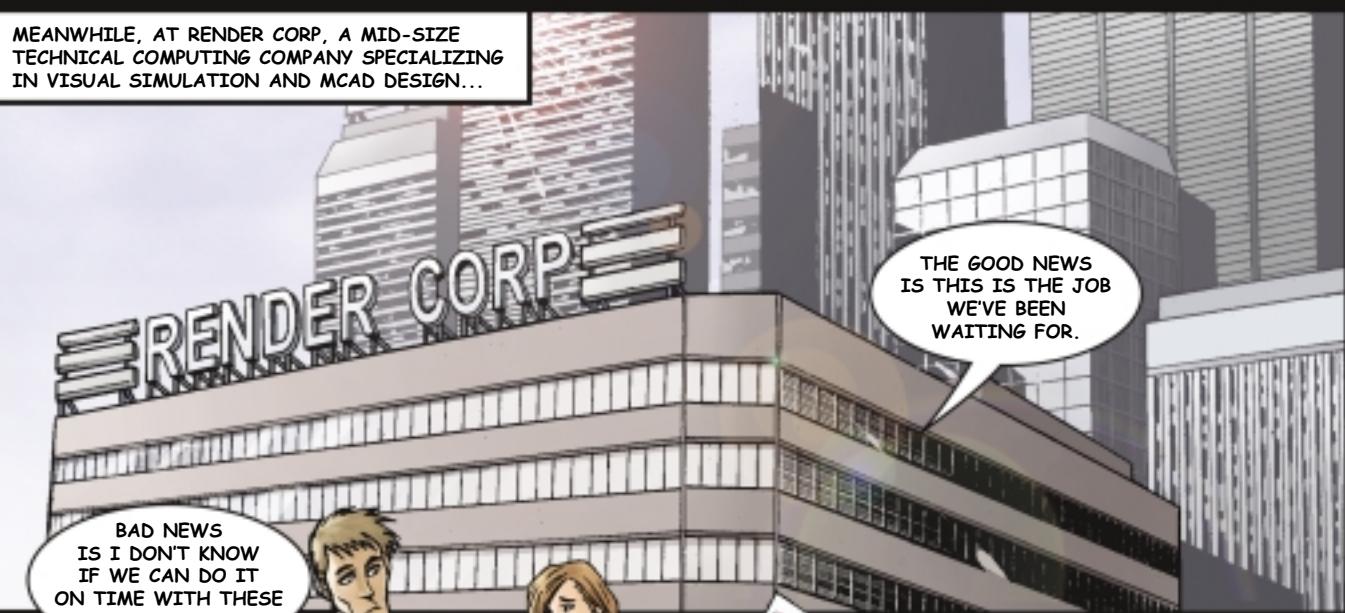
V-BOT NAME:  
**TANK**  
MAKE-UP:  
ENTRY SERVERS TIER 2  
MOTTO:  
**MAXIMIZE IT**

V-BOT NAME:  
**REZ**  
MAKE-UP:  
DESKTOP SYSTEMS  
MOTTO:  
**REALIZE IT**

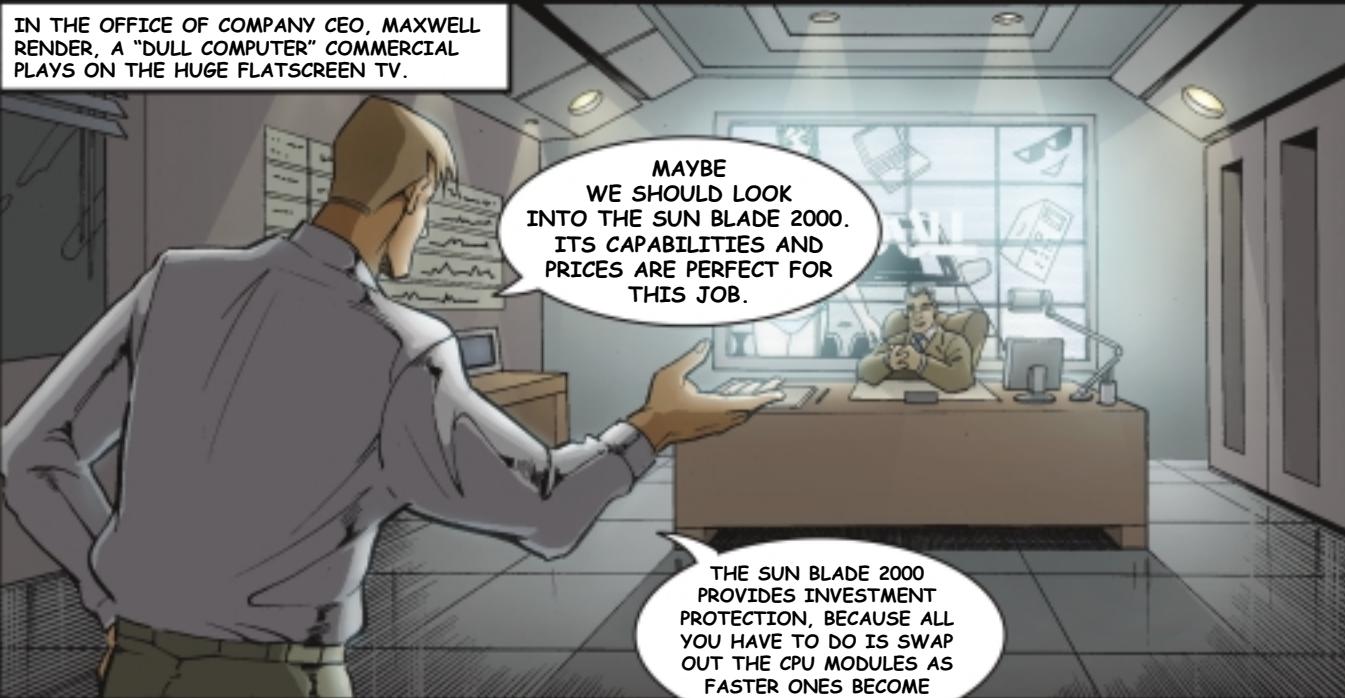
\* FIRST COME, FIRST SERVED BASIS ONLY—LIMITED QUANTITIES OF V-BOT COLLECTIBLE ITEMS AVAILABLE.

SUN INTERNAL CONFIDENTIAL FOR SUN CHANNEL PARTNERS, SUN SALES REPRESENTATIVES, SUN SYSTEMS ENGINEERS

MEANWHILE, AT RENDER CORP, A MID-SIZE TECHNICAL COMPUTING COMPANY SPECIALIZING IN VISUAL SIMULATION AND MCAD DESIGN...



IN THE OFFICE OF COMPANY CEO, MAXWELL RENDER, A "DULL COMPUTER" COMMERCIAL PLAYS ON THE HUGE FLATSCREEN TV.



MAYBE WE SHOULD LOOK INTO THE SUN BLADE 2000. ITS CAPABILITIES AND PRICES ARE PERFECT FOR THIS JOB.

THE SUN BLADE 2000 PROVIDES INVESTMENT PROTECTION, BECAUSE ALL YOU HAVE TO DO IS SWAP OUT THE CPU MODULES AS FASTER ONES BECOME AVAILABLE.



NO REASON TO JUMP SHIP. WE'VE GOT A LOT INVESTED IN OUR "DULL" SYSTEM.

RENDER CORP HAS REALLY OUTGROWN ITS PC WORKSTATIONS.

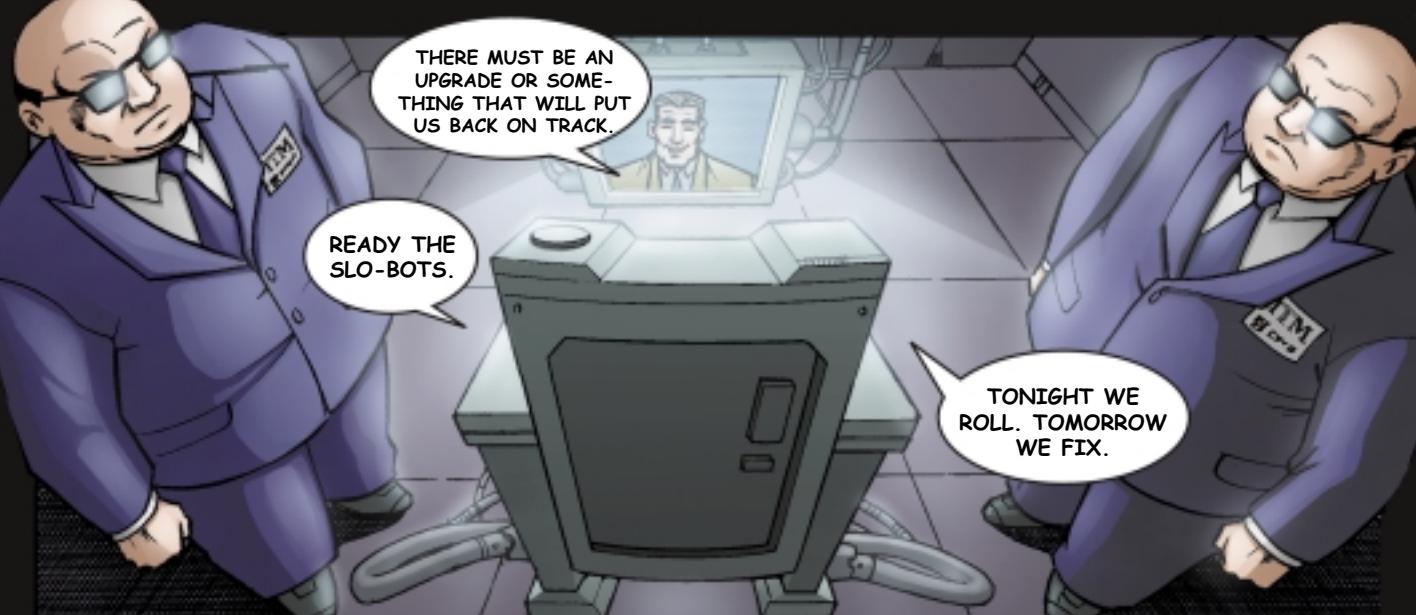
C'MON. "DULL" GIVES US UP TO 4 GB DUAL-CHANNEL RDRAM MEMORY AND 400MHz SYSTEM BUS.

MEANWHILE, IN DR. TABULATION'S LAIR, CEO RENDER'S COMMENTS ARE MONITORED.



SAYS SO RIGHT IN THEIR ADS.

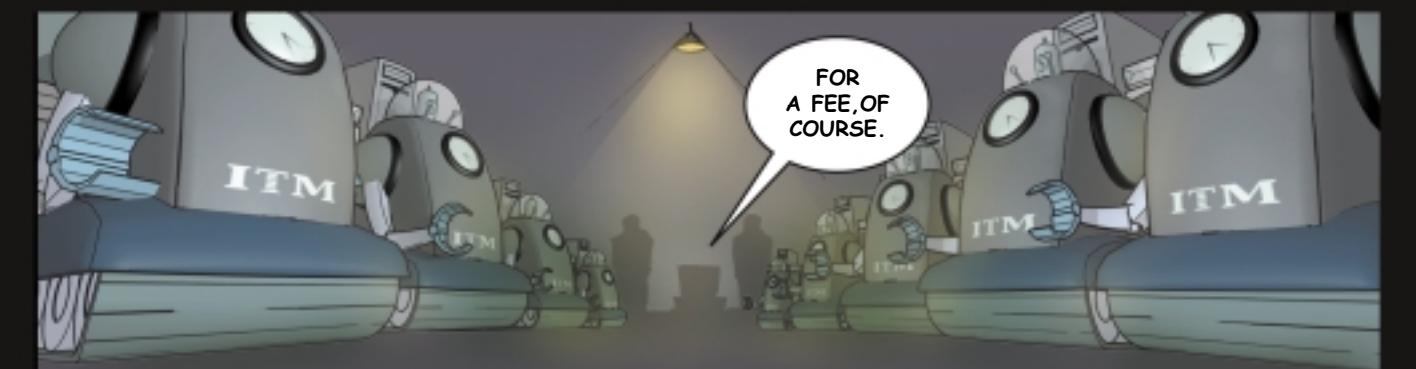
HEH HEH...



THERE MUST BE AN  
UPGRADE OR SOMETHING  
THAT WILL PUT  
US BACK ON TRACK.

READY THE  
SLO-BOTS.

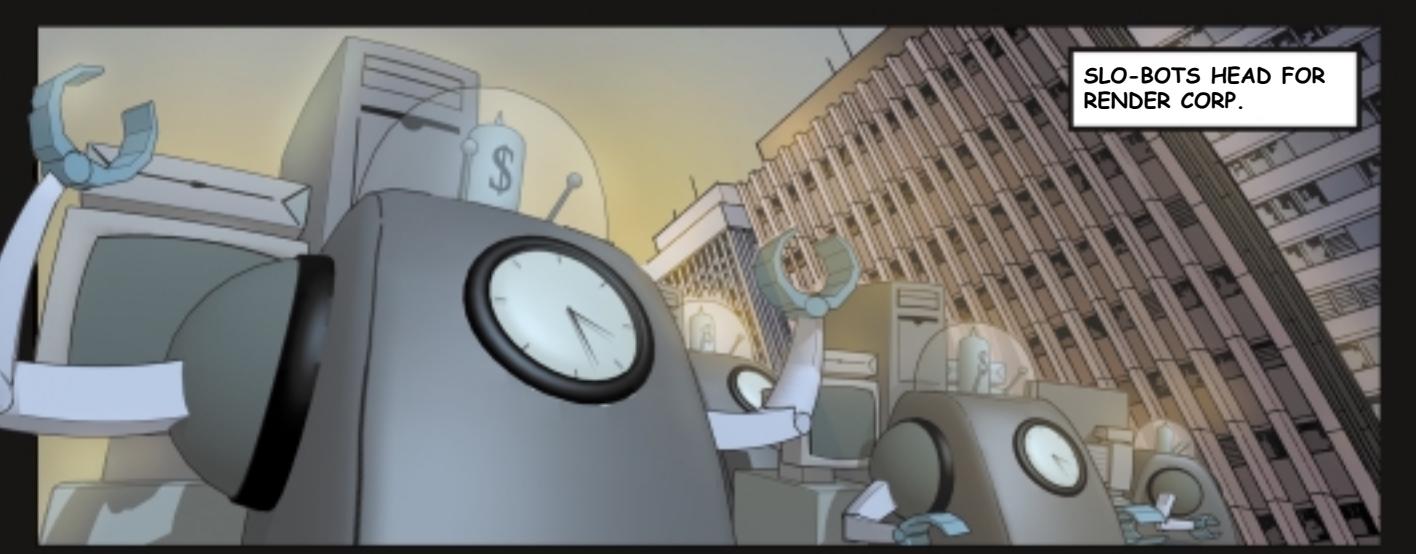
TONIGHT WE  
ROLL. TOMORROW  
WE FIX.



FOR  
A FEE, OF  
COURSE.



OUT ON THE DESERTED  
CITY STREETS IN THE  
EARLY A.M.



SLO-BOTS HEAD FOR  
RENDER CORP.

ONE WEEK LATER, DULL'S DEFICIENCIES WREAK HAVOC...

THIS WON'T WORK WITH ANY OF THE SOFTWARE MY CLIENTS WANT TO USE!

I SPENT ALL MORNING WORKING ON A DESIGN AND THIS BUGGY WORKSTATION CRASHED.

WHERE'S THE RELIABILITY?

THE RENDER TIME IS KILLING US!

WE EITHER PUSH BACK THE DEADLINE TO MARKET OR PUT ON ANOTHER SHIFT TO FINISH.

UNHAPPY MANAGER OKAYS OVERTIME FOR A BUNCH OF WORKERS TRYING TO GET A HEAVY GRAPHIC JOB FINISHED.

GEEZ! OVERTIME. WE'VE JUST STARTED AND I'M ALREADY GOING OVER BUDGET...



BETTER FIND A WAY  
TO MOTIVATE YOUR  
TEAM, BILL.

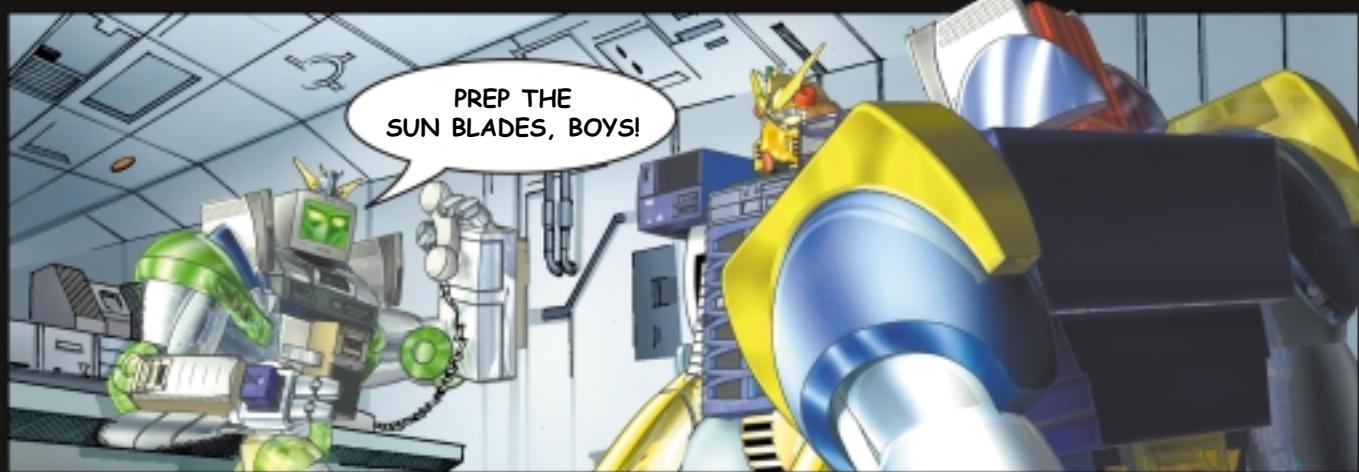
DR. TABULATION  
ASSURES ME THAT OUR TROUBLES  
CAN EASILY BE CORRECTED BY ADDING  
A FEW MORE PIECES OF "DULL" TECHNOLOGY.  
AND AS A VALUED CUSTOMER,  
WE GET EVERYTHING AT A  
PREFERENTIAL RATE.

IN DR. T'S  
LAIR...

...SOON THEY  
WILL BE OURS.  
  
THERE WILL BE  
NO TURNING BACK.  
I'M SOOOOOO SORRY, BUT  
THE DR.'S RATES HAVE  
JUST GONE UP.

BACK AT RENDER CORP, BILL REALIZES THE SOLUTION IS  
RIGHT IN FRONT OF HIM. HE PUNCHES THE ALARM BUTTON.



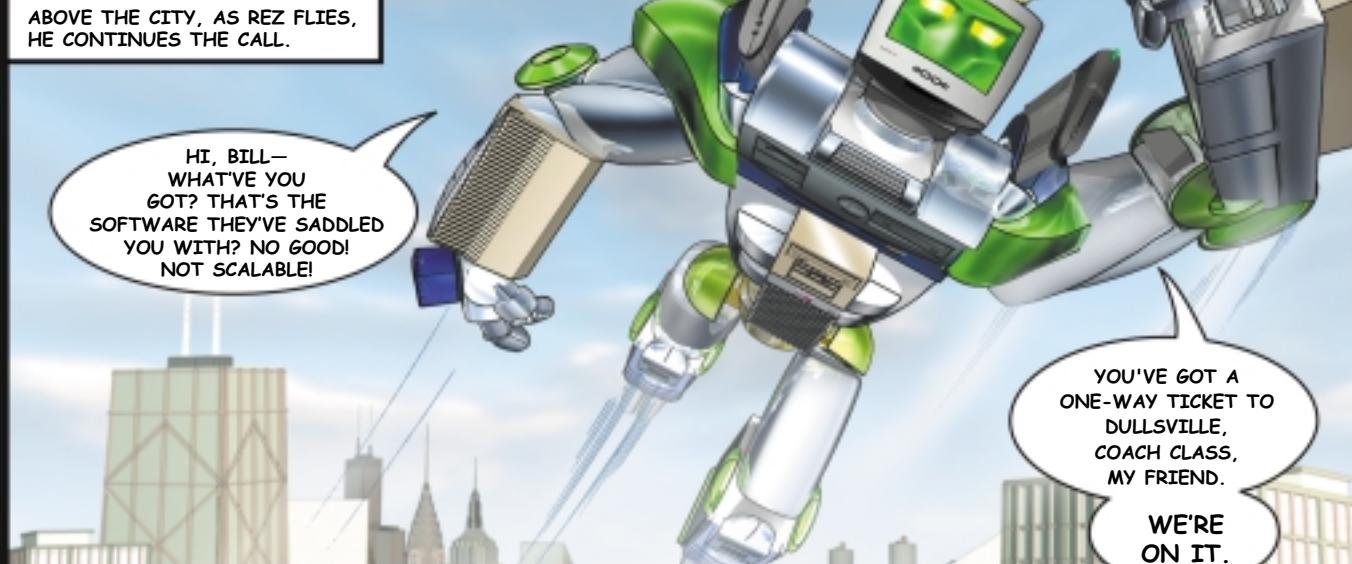


PREP THE  
SUN BLADES, BOYS!

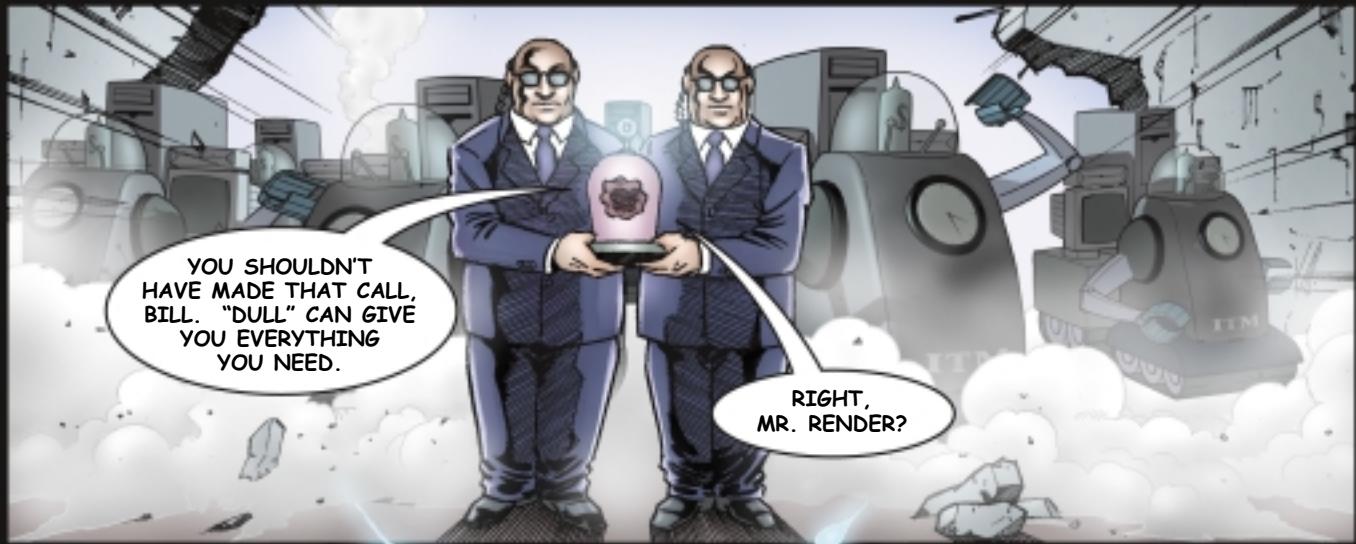
MANAGER BOYLE  
SEES THE CEO  
COMING TOWARDS  
HIM FOLLOWED  
BY HIS STAFF,  
NOW LOOKING  
LIKE ZOMBIES  
FROM "THE NIGHT  
OF THE LIVING  
DEAD."



ABOVE THE CITY, AS REZ FLIES,  
HE CONTINUES THE CALL.



SLO-BOTS SMASH  
THROUGH THE WALL!



CEO RENDER, NOW DR. T'S HELPLESS PUPPET, NODS IN AGREEMENT.



REZ CREATES A PROTECTIVE SHIELD AROUND THE MANAGER.



DR. T FIRES A  
MEMORY CHALLENGE.

## MEMORY CHALLENGE!



THE SUN BLADE 2000 COMES WITH THE  
TIME-PROVEN SOLARIS™ 64-BIT OS TO SUPPORT  
8GB SYSTEM MEMORY...

PUT THAT IN YOUR  
DULL 4-GIG SYSTEM  
AND SMOKE IT.



# SIMULATION TEST !!

JUST TRY TO  
MATCH DULL'S PROCESSOR  
SPEEDS, NOW OVER 1  
GIGAHERTZ, THEN.

NO PROBLEMO.

SUN™ FIREPLANE,  
UPA SLOTS, AND  
FIBRE CHANNEL GIVE  
THE SUN BLADE 2000  
HIGH BANDWIDTH I/O.

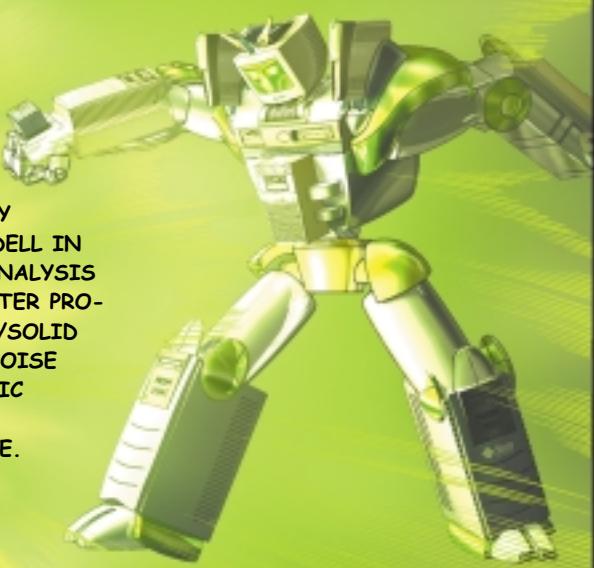
SUN BLADE'S  
GREAT FOR VISUAL  
SIMULATION AND  
MCAD DESIGN AND  
TECHNICAL COMPUTING.  
ASK THE FOLKS AT GE,  
BOEING, LOCKHEED  
MARTIN, AND  
GENERAL MOTORS.

## GIGAHERTZ! SCHMIGAHERTZ!

THE HIGHLY EFFICIENT SPARC™/SOLARIS ARCHITECTURE  
ALLOWS IT TO RUN AT HALF THE MHZ, AND PERFORM  
TWICE AS FAST.

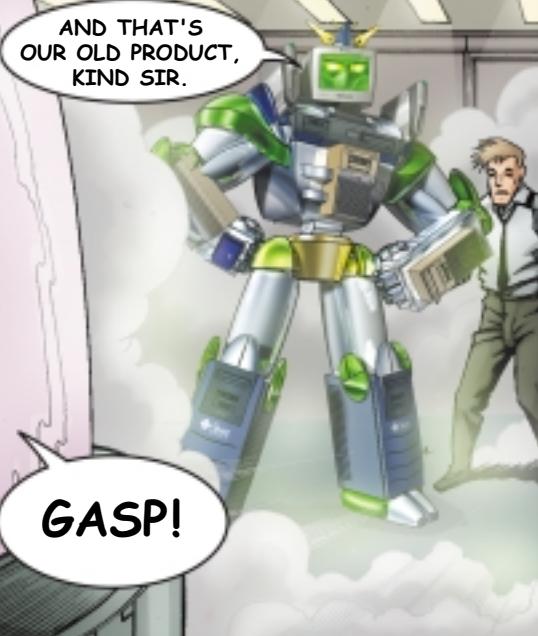


FLOATING-POINT  
AND INTERNAL BENCHMARKING  
RESULTS PUT THE  
SUN BLADE 1000 WAY  
AHEAD OF HP AND DELL IN  
THE STRUCTURAL ANALYSIS  
CODES FOR HELICOPTER PRO-  
PELLER MODELS, FLUID/SOLID  
INTERACTION, ROAD NOISE  
STUDIES, AND STATIC  
ANALYSIS OF CAR  
ENGINE PERFORMANCE.





AND THAT'S  
OUR OLD PRODUCT,  
KIND SIR.



GASP!



CAN IT HANDLE  
HEAVY

GRAPHICS  
NEEDS?



BRING IT ON. THE SUN BLADE 2000 IS A NEW "POWER DESKTOP" PRODUCT SUPPORTING MULTIPLE HIGH-END GRAPHICS CARDS SO YOU CAN DRIVE UP TO 3 MONITORS. IT'S BUILT FOR PROCESSING HEAVY GRAPHICS QUICKLY AND PERFORMING TASKS REQUIRING LARGE AMOUNTS OF MEMORY, MAKING IT PERFECT FOR MARKETS LIKE MCAD, OIL AND GAS EXPLORATION, EDA, AND MCAE.



WELL...WHAT IF YOU NEED TO SWITCH TO DIFFERENT PLATFORMS FOR THIS BIG NEW CLIENT OF YOURS?



THE SUN BLADE 2000 SUPPORTS CREATIVITY WITH ITS OPEN ARCHITECTURE.



THEY HAVE MORE THAN ONE WAY OF DOING THINGS?



WITH SUN BLADE  
YOU'RE NOT  
LOCKED INTO ONE  
SOLUTION. IT'S  
DESIGNED  
TO ALLOW FOR  
HETEROGENEOUS  
DEPLOYMENT.

YEAH, WELL  
I SAY "DULL" IS  
REALLY BETTER!

SUN CAN'T  
MATCH "DULL'S"  
PRICING!

REMEMBER  
THE CONCEPT CALLED  
"ADDITION?"

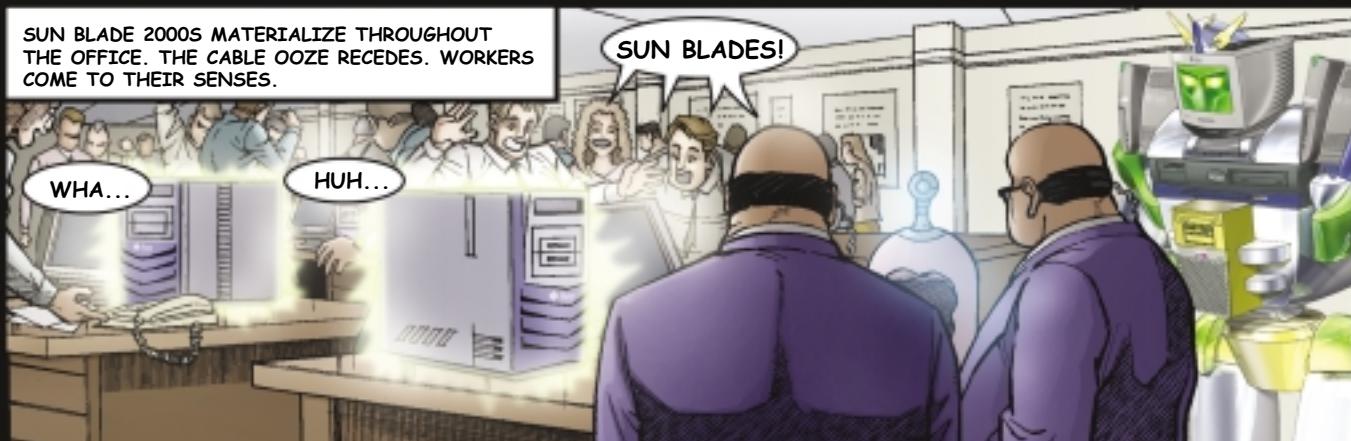
HARDWARE + ...

... SUPPORT + ...

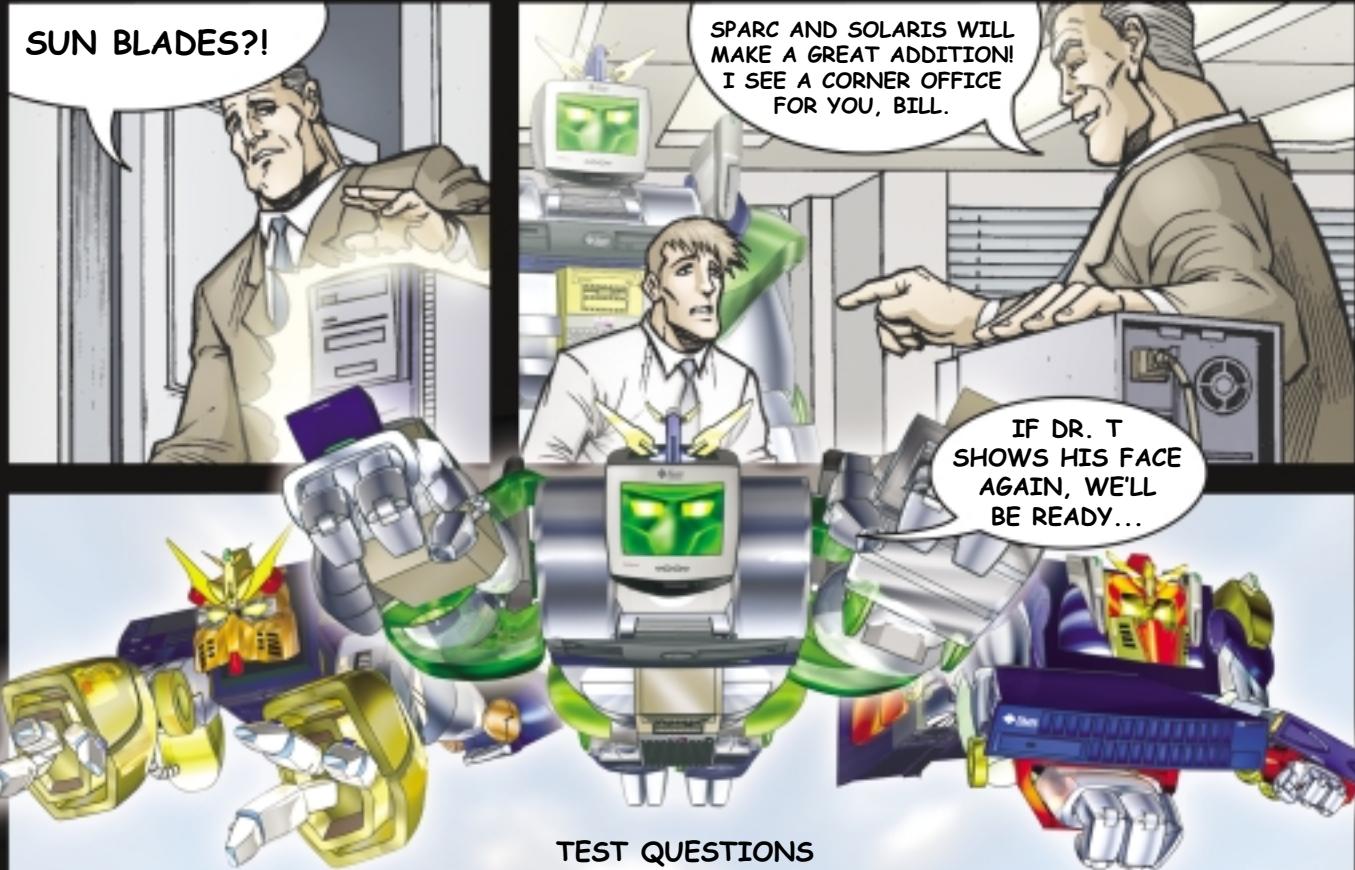
... UPGRADES + DOWNTIME =  
THE REAL COST.  
WANT TO TALK NUMBERS,  
DOCTOR?



DR. T TRIES TO FIRE  
ANOTHER BLAST...



## SUN BLADES?!



## TEST QUESTIONS

1. HOW DOES SUN PROVIDE INVESTMENT PROTECTION FOR SUN BLADE 2000 PURCHASERS?
  - A. YOU CAN REPLACE THE MOTHERBOARD TO A FASTER ONE
  - B. YOU CAN ADD FASTER MEMORY TO THE SYSTEM
  - C. YOU CAN UPGRADE TO FASTER CPUs
  - D. SUN WILL REPLACE THE SYSTEM WHEN A FASTER ONE COMES OUT
2. WHICH 3-D WORKSTATION SUPPORTS UP TO 3 HIGH-RESOLUTION 3-D DISPLAYS?
  - A. HP J SERIES
  - B. SUN BLADE 1000/2000 SERIES
  - C. SGI OCTANE SERIES
  - D. DELL PRECISION SERIES WORKSTATIONS
3. THE SB 1000/2000'S MAXIMUM MEMORY IS:
  - A. 2 GIG
  - B. 4 GIG
  - C. 8 GIG
  - D. 16 GIG
4. WHEN PROVIDING A HIGH-BANDWIDTH, BALANCED ARCHITECTURE, WHICH OF THESE TECHNOLOGIES IN THE SUN BLADE 2000 PROVIDES HIGH BANDWIDTH I/O?
  - A. SUN FIREPLANE INTERCONNECT
  - B. UPA CROSSBAR
  - C. FIBRE CHANNEL DISK I/O
  - D. ALL OF THE ABOVE
5. WHICH WORKSTATION CPU HAS THE HIGHEST SPEC FLOATING-POINT PERFORMANCE AS OF FEBRUARY 2002?
  - A. HP J6700 WORKSTATION (PA-8700 750MHz)
  - B. HP I2000 (800 MHz ITANIUM)
  - C. SUN BLADE 2000 ULTRASPARC III CU 1050 MHz
  - D. INTEL-BASED WORKSTATION WITH XEON 2.2 GHZ PROCESSOR
6. WHICH OF THESE PRODUCTS PROVIDES FULL 32- & 64-BIT ADDRESSING CAPABILITIES?
  - A. SOLARIS 8
  - B. HP I2000 ITANIUM
  - C. DELL PRECISION 530
  - D. SUN BLADE 2000

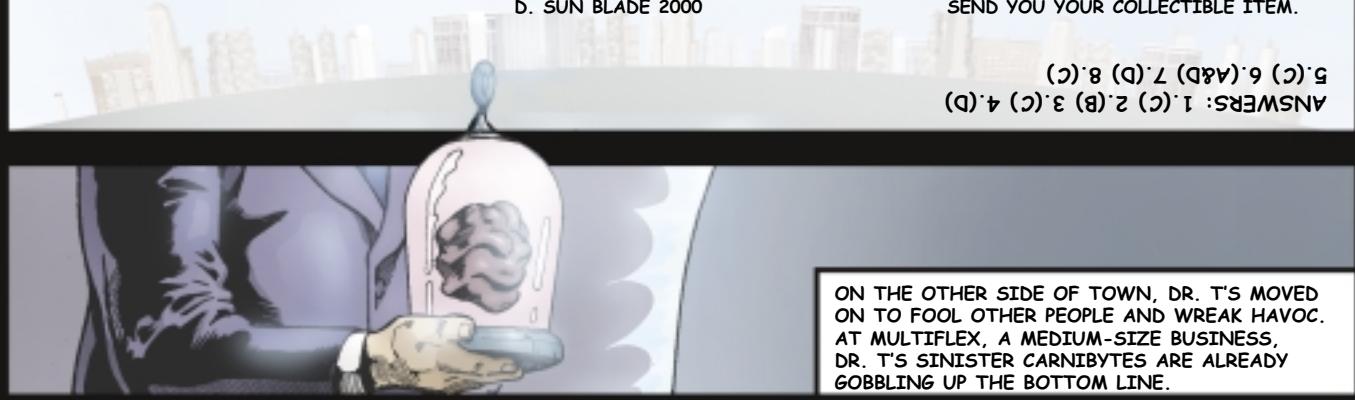
7. WHICH COMPANY DOES NOT OFFER A COMPETING SYSTEM TO SUN BLADE 2000?
  - A. HP
  - B. IBM
  - C. DELL
  - D. SGI
8. WHICH PRIMARY TARGET MARKET DOES NOT UTILIZE SUN BLADE 2000'S CAPABILITIES?
  - A. MANUFACTURING (MCAD)
  - B. GEO/GIS EARTH SCIENCES (OIL AND GAS)
  - C. WEB HOSTING
  - D. ELECTRONIC DESIGN AUTOMATION (EDA)

ONCE YOU'VE FIGURED OUT ALL THE ANSWERS, GO TO THIS URL:

[HTTP://WWW.SUN-VBOTS.COM/VOL1](http://www.sun-vbots.com/vol1)

AND TAKE THE TEST ONLINE. IF YOU PASS THE TEST, YOU WILL BE SENT A V-BOT COLLECTIBLE ITEM. IF YOU DON'T PASS THE TEST, STUDY UP AND TAKE IT AGAIN. ONCE YOU PASS, WE'LL SEND YOU YOUR COLLECTIBLE ITEM.

ANSWERS: 1.(C) 2.(B) 3.(C) 4.(D)  
5.(C) 6.(A&D) 7.(D) 8.(C)



ON THE OTHER SIDE OF TOWN, DR. T'S MOVED ON TO FOOL OTHER PEOPLE AND WREAK HAVOC. AT MULTIFLEX, A MEDIUM-SIZE BUSINESS, DR. T'S SINISTER CARNIBYTES ARE ALREADY GOBBLING UP THE BOTTOM LINE.



Go to <http://www.sun-vbots.com/vol1>  
**SERIES** and take the Sun Blade 2000  
 quiz. Ace it and win a V-Bot collectible!

## HANDY SALES TIP GUIDE



### SALES TIP #1: Sell the Sun Blade 2000 to customers who require outstanding floating-point performance.

These customers are often performing some kind of scientific analysis. The Sun Blade 2000 workstation's UltraSPARC III Cu processor has the highest SPECfp2000 benchmark of any system (as of February 2002).

### SALES TIP #2: Sell the Sun Blade 2000 to customers who work with huge data sets.

You will typically find these customers in the areas of GIS, EDA, and MCAE/MCAD. These are the customers who benefit from this workstation's 64-bit capabilities, large L2 cache (8 MB), and huge memory capacity (up to 8 GB).

### SALES TIP #3: Sell the Sun Blade 2000 to customers who rely on the visualization of data.

You will find these customers in the areas of medical imaging, seismic data analysis, MCAE, scientific research, and entertainment, among others. Not only do these customers work with huge data sets and require outstanding performance, they also typically need dual-monitor support for high-end 3-D graphics with accelerated texture-mapping capabilities as provided by Sun Expert3D graphics.

### SALES TIP #4: Position the Sun Blade 2000 as the ideal graphics workstation to fit any job.

The Sun Blade 2000 supports up to 4 Sun PGX64 2-D graphics cards. It also supports up to 2 Sun Creator3D, Sun Expert3D-Lite, Sun Expert3D, and Sun XVR-1000 graphics card options. Customers can find just the right capabilities that are required by their applications. In addition, they can upgrade at any point without changing their applications!

# DESKTOP SYSTEMS

## SUN BLADE 2000 COMPETITIVE MATRIX

Product Specification	Sun Blade 2000 Deskside	HP C3700 Desktop/Rackmount	HP J6700 Desktop/Rackmount	SGI Octane2 Deskside	Dell Precision 530 Mini-Tower
<b>CPU</b>	UltraSPARC III Cu	PA-8700	PA-8700	MIPS 14000A	Xeon (Pentium 4)
<b>Clock Speed</b>	900 MHz, 1050 MHz	750 MHz	750 MHz	550 MHz, 600 MHz	1.5, 1.7, 2.0 'A', 2.2 GHz
<b># of Processors</b>	1 or 2	1	2	1 or 2	1 or 2
<b>CPU Performance</b>					
SPECint2000	533, 610	604	603	487	810
SPECfp2000	731, 827	576	581	508	802
<b>Cache</b>					
Instruction	32 KB	.75 MB	.75 MB	32 KB	12 micro-ops
Data	64 KB	1.5 MB	1.5 MB	32 KB	8 KB
Secondary	8 MB			2 MB	512 KB
<b>RAM Memory</b>	SDRAM	SDRAM	SDRAM	SDRAM	RDRAM
Minimum MB	1 GB	512 MB	1 GB	256 MB	128 MB
Maximum MB	8 GB	8 GB	16 GB	8 GB	4 GB
Memory Slots #	8 DIMM	8 DIMM	16 DIMM	4 DIMM	8 RIMM w/riser
<b>Internal Storage</b>					
Standard Disk	73 GB	9 GB	9 GB	9 GB	18 GB
Maximum Internal	146 GB	146 GB	146 GB	108 GB	292 GB
<b>I/O Slots</b>	4 PCI, 2 UPA	6 PCI	3 PCI	4 XIO + (3 opt PCI)	5 PCI, AGP4X Pro 110
<b>System Bandwidth</b>	4.8 GB/second	1.9 GB/second	1.9 GB/second	3.6 GB/second	3.2 GB/second
<b>Graphics Options</b>					
Sun PGX64	VISUALIZE-fxe	VISUALIZE-fxe	VPro V6	ATI Radeon VE	
Sun Creator3D	VISUALIZE-fx5 Pro	VISUALIZE-fx10 Pro	VPro V8	NVIDIA Quadro2 EX	
Sun Expert3D-Lite	VISUALIZE-fx10 Pro		VPro V10	NVIDIA Quadro2 Pro	
Sun Expert3D			VPro V12	ATI Fire GL2	
Sun XVR-1000				3Dlabs Wildcat 5110	
<b>Other Features</b>					
Integrated SCSI	Yes	Yes	Yes	Yes	ATA/100 EIDE
Integrated Ethernet	10/100 Ethernet	10/100BASE-Tx	10/100BASE-Tx	Yes	10/100 Ethernet
3.5-inch Diskette	Yes	Yes	Yes	—	Yes
CD-ROM	—	—	—	—	20/48X IDE/CD-RW
DVD	10X	—	—	—	16X
IEEE 1394 std.	Yes	—	—	—	Yes
USB Interface	4	2	2	—	4
Warranty	1 year	1 year	1 year	1 year limited	3 year limited
First Shipment	February 02	July 01	July 01	June 00	May 01

**SUN**™

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microsystems

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