



Information and Communications Technology (ICT) Standardization

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An Overview of the Morning

- Orientation to Worldwide ICT Standardization
 - > Status of Standardization
- ICT Standardization to Benefit All Society
 - > Social Implications of Standardization
- Standardization as Industrial Policy
 - > Managing Innovation and Growth
- National Standardization Structures
 - > Possibilities for China
- Suggestions

Why Sun Microsystems is Here

- Sun's interest in this topic:
 - > Sun depends upon Open Standards to survive
 - > We're too small to control a market (Monopoly)
 - > We're too big to specialize (Niche)
- If standards fail, so does Sun
- Standardization is close to failure in the G7
 - > Captured by 50 to 100 leading companies
 - > Not open, not balanced, not equitable
- A “re-boot” of ICT standardization is necessary

Key Thought for the Day

**“We can’t solve problems by using
the same kind of thinking we used
when we created them.”**

Albert Einstein

Reference Documents

- Open Standards Definition
- A Definition of an Open Consortium for the Information and Communications Technology Industry (Chinese).doc
- The Current State of ICT Standardization Consortia: Levelling The Playing Field for Developing Nations
 - > Appendix A - Top 50 Companies
 - > Appendix B - The 50 Consortia
- Going Global-The New Social Economic and Political Life of Standardization
- The Middle Way-A Sustainable Approach to Standardization
- The Role of Consortia Standards in Federal Government Procurements

Thank You

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