

# Sun™ Developer Network Content Syndication

Infuse Your Web Site With Quality Content



## Key feature highlights

- Quality developer content
- Simple and affordable
- Comprehensive Web content catalog
- Headline feeds or full syndication

## Example content categories

- Mobility
- Introduction to wireless
- Security
- Networking
- Personal profile
- Testing
- Setup and tools

## Ease of implementation

Seamlessly integrates into your existing Web environment with little ongoing maintenance. Content is offered in a variety of industry-standard formats, such as:

- RSS
- XML
- JavaScript™ technology

*“Technical information is the number one reason developers join a developer program.”*

– Evans Data Corporation, *Developer Relations Programs Survey, February, 2003*

### Quality Developer Content

Sun™ Developer Network is a leading source for rich and relevant technical content. And now, Sun Developer Network makes that content available for syndication. Through the Content Syndication Program, you can select from an extensive Web catalog of original and licensed content — including technical articles, developer tips, and tutorials — and make that information available to your community — simply and affordably.

### Build Your Community

Infuse your Web site with quality content that addresses the needs of your users. By adding complementary content to your Web site and newsletter communications, you can attract new users, encourage direct links from other sites, generate repeat visits, and capture developers. In short, you can make your online community a preferred destination site.

### Programs That Meet Your Needs

Sun offers two syndication programs to meet your specific needs:

#### Headline Syndication

Headline Syndication offers a no-cost way of adding up-to-date developer content to your Web site. You can choose from a variety of available categories, and then receive the latest technical content delivered to your Web site — automatically.

#### Full Syndication

Full Syndication offers full content licensing, enabling you to quickly and easily add content to your Web site while keeping developers within your own community. Choose content from the comprehensive content catalog, which can then be customized to display within your own site’s style and formatting. To get started, simply contact Sun — at [CS-Feedback@sun.com](mailto:CS-Feedback@sun.com) — for details on available options and pricing.

# Sun™ Developer Network Content Syndication

## Option 1: Headline Feed

Provides syndication of title, content synopsis, and a link back to the full content on the Sun Developer Network Web site.



**Option 2: Full Syndication**  
Offers full content to be displayed within your own developer Web site.

**Learn More**  
To learn more about the Sun Developer Network Content Syndication program, or to discuss your individual needs, please contact us:  
**Online:**  
[java.sun.com/industry/contentsyndication](http://java.sun.com/industry/contentsyndication)  
**E-mail:**  
[CS-Feedback@sun.com](mailto:CS-Feedback@sun.com)