



## TotsTV Interactive Digital Media Channel to Benefit U.S. Marine Corps Toys for Tots Foundation

BOSTON, MA – September 7, 2006 – The Grid Institute, in cooperation with Sun Microsystems (NASDAQ: SUNW) and Media Machines, today announced the online interactive “TotsTV” channel for children and young adults. Scheduled to launch in December to benefit the U.S. Marine Corps Toys for Tots Foundation, the family-friendly online channel features:

- High quality video (television shows and movies), music, and interactive games for children of all ages
- Parental controls that enable parents to specify what their children experience through TotsTV
- Safe browsing features to prevent children from surfing the Web once a parent has started TotsTV
- Family-friendly, industry-standard content rating for all video, music and games
- Education and learning content designed to teach children while they watch, listen and play
- Simple and easy-to-use interface designed exclusively for children and young adults

Built upon Media Grid standards and technology, TotsTV is a “child safe” channel in the Media Grid’s larger Media on Demand (MoD) system. Sun Microsystems’ Sun Grid, the world’s first compute utility (available at Network.com for the low price of \$1/CPU-hr in the U.S.), provides rendering and storage services for TotsTV, while the channel’s interactive 3D “Virtual Toy Land” is powered by Flux from Media Machines. The Virtual Toy Land enables visitors to immerse themselves in a 3D virtual reality world full of fun, toys, and surprises that children of all ages will enjoy. At launch TotsTV will be available free of charge at TotsTV.org and ToysForTots.org.

“TotsTV is an exciting new development for Toys for Tots. Over the past two years ToysForTots.org has used the Media Grid to deliver a variety of Public Service Announcement (PSA) videos to our visitors, while TotsTV promises a much wider range of high quality family-friendly content that wasn’t possible before,” said **Barbara J. Mikolajczak, manager of the official Toys for Tots Web site**. “With over a million visitors during the Christmas season alone ToysForTots.org is one of the world’s most popular children’s charity Web sites. Reliably delivering high quality video, music and games to that many people in such a short span of time is a serious challenge that we’re confident TotsTV can handle thanks to the Media Grid,” continued Mikolajczak.

“The Marine Toys for Tots Foundation is very thankful to have the Grid Institute, Sun Microsystems, and Media Machines as corporate sponsors of the 2006 Toys for Tots Campaign. We’re convinced that TotsTV will enable us to reach a new audience and to raise additional toys and dollars during the critical fourth quarter. Consequently, we will fulfill the Christmas holiday dreams of additional underprivileged children, who otherwise might be overlooked,” said **Major William J. Grein, vice president of the Marine Toys for Tots Foundation**.

“Through Sun’s partnership with the Grid Institute, we’ve developed an open network optimized for digital media delivery, storage, and processing with easy access to a vast amount of computational resources over the Internet for the most demanding and complex jobs,” said **Stuart Wells, executive vice president of utility computing, Sun Microsystems**. “As the first in the industry to provide grid computing as a true utility, Sun is extremely proud to be powering the online channel for a truly wonderful cause: the U.S. Marine Corps Toys for Tots Foundation.”

“Media Machines is delighted that Flux was chosen as the 3D player to power the Virtual Toy Land for Toys for Tots,” said **Tony Parisi, president of Media Machines and co-inventor of 3D for the World Wide Web (Web3D)**. “TotsTV visitors will be treated to a fun, cutting-edge interactive experience while helping a worthy cause at the same time.”

### About the Media Grid

The Media Grid is a public utility for digital media. Based on new and emerging distributed computational grid technologies, the Media Grid builds upon existing Internet and Web standards to create a unique network optimized for digital media delivery, storage, and processing. As an on-demand public computing utility, a range of software programs and Web sites can use the Media Grid for delivery and storage of rich media content, media processing, and computing power. The Media Grid is an open and extensible platform that enables a wide range of applications not possible with the traditional Internet alone, including: Massive Media on Demand (MMoD); Interactive digital cinema on demand; Immersive education and distance learning; Truly immersive multiplayer games and Virtual Reality (VR); Hollywood movie and film rendering, special effects, and composition; Real-time rendering of high resolution graphics; Real-time visualization of complex weather patterns; Real-time protein modeling and drug design; Telepresence, telemedicine, and telesurgery; Vehicle and aircraft design and simulation; Visualization of scientific and medical data.

*The Grid Institute leads the design and development of the global Media Grid through the MediaGrid.org open standards organization in collaboration with industry, academia, and governments from around the world.*