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Green Computing more than just a PR stunt at Sun

This article at Computing sheds a differentating light onto the green initiative of Sun and it's competitors: The spate of technology companies instigating green marketing campaigns is a sign that environmentalism has become a competitive differentiator. It is no coincidence that IBM's Project Big Green, Dell's Zero Carbon Initiative and Google's investment in clean energy and green technology all came within two months of one another – green credentials are now a selling point. [...] Sun Microsystems has been boasting of its processor efficiency for years, and to its credit has not rebranded this as a big green campaign. It is simply what customers want.

Posted by Joerg Moellenkamp in English at 05:57