Marketing Update for Q1/ 2007

Press Releases in Q1

- Eclipse Foundation Joins Three Industry Specification Groups

- Eclipse Foundation Launches Data Tools Platform 1.0

- Bandit and Higgins Projects Bridge Multiple Identity Systems to Provide a Consistent Experience of Identity

- EclipseCon Press Releases
    - Community Awards Winners
    - Eclipse Foundation Announce Initiatives for Ajax Applications and Dynamic Languages

EPIC Stats

- Number of Plug-ins
  - 813 (last quarter 723)

- Site Traffic

Month	Visits	Visits Per Day	Unique Sites
October	463,205	14,942	113,069
November	519,930	17,331	144,700
December	491707	15,861	122,886
January	517771	16,702	128223
February	470295	16796	118125

Eclipse Technology Awards

- Best Open Source RCP application
  - EclipseTrader, PSICAT, RSSOwl
- Best Commercial RCP application:
  - TIBCO Business Studio, Ivis Technologies xProcess
- Best Open Source Eclipse Based Developer Tool
  - EclEmma, eclipse-cs Checkstyle Plugin
- Best Commercial Eclipse Based Developer Tool
  - Adobe Flex 2.0, QNX Momentics IDE
- Best Deployment of Eclipse Technology in an Enterprise
  - Bardusch GmbH, JPMorgan Chase, NASA Ensemble Team

Eclipse Individual Awards

- Top Ambassador
  - Chris Aniszczyk, Alex Blewitt, Doug Schaefer
- Top Contributor
  - Eugene Kuleshov, Philippe Ombredanne, Kimberley Peter, Tom Schindl
- Top Committer
  - Mik Kersten, Ed Merks, Thomas Watson
- Top Newcomer Evangelist
  - Hendrik Maryns, Daniel Megert, Eric Rizzo

Winners Announce Monday Night at
EclipseCon

Thanks to Intel, Motorola and Nokia for Contributing Prizes

Other Activities in Q1

- Webinar Series

  - Data binding – 72 attendees

  - JSF – 77 attendees

  - BIRT – 113 attendees

- Eclipse Plugin Fest

  - 2 day interoperability testing session focused on embedded and mobile vendors

  - Host and sponsored by Symbian

  - 19 companies participated

  - Very positive feedback

Q2 2007 Activities

- Embedded System Conference
    - Eclipse booth at ESC

- Eclipse Live Launched

- JavaOne

- Europa Planning

How to Get Involved

- **Marketing Working Group**
  - Propose a new working group

- **Marketing Mailing List**

- **Send product announcements to news@eclipse.org**

- **Eclipse Aggregator: Planet Eclipse**
  - http://planeteclipse.org/planet/

- **Eclipse Foundation Employee Blogs**
  - Mike Milinkovich
    - http://milinkovich.blogspot.com/

  - Bjorn Freeman-Benson
    - http://eclipse-projects.blogspot.com/

  - Ian Skerrett
    - http://ianskerrett.blogspot.com/

  - Donald Smith
    - http://eclipse-ecosystem.blogspot.com/

  - Wayne Beaton
    - http://wbeaton.blogspot.com/