

Marketing Update for Q1/2010

### Eclipse Marketplace Client Update



- Marketplace Client (MPC) provides direct access from an Eclipse installation to the listings on Marketplace
  - A response to the Board discussion of creating an Eclipse App Store
- Foundation has hired Tasktop to create the MPC as an open source project
  - Scheduled to be included in Helios release
- Only Members solutions and Open Source solutions will be displayed in the MPC
  - o all solutions available via Web interface
- Strategic members will be able to add external catalog to the client.

# **Eclipse Training Series**

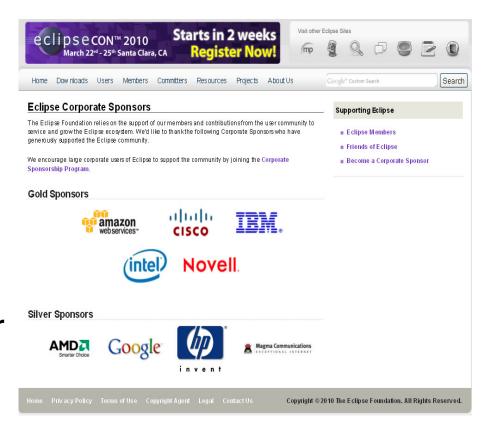


- By popular demand from member companies we have decided to do a Spring Eclipse Training Series
- Companies involved are AvantSoft, EclipseSource, Industrial TSI, Obeo, The RCP Company and Weigle Wilczek.
- 20 classes offered between April 12 and May 28

## Eclipse Corporate Sponsor Program



- Expand the opportunities for large companies to contribute to Eclipse
  - Membership or providing committers is sometimes not an option
- Companies can donate money or in-kind goods/services
  - Donations recognized on the Corporate Sponsor page



## Search for an Updated Eclipse Logo



- e4 team is updating the Eclipse UI and suggested/asked if an updated Eclipse logo made sense
- Existing Eclipse logo was designed 7-8 years ago and design styles changed
- Not looking to create a new logo but update/modernize the existing logo
- Create a community crowdsourcing project
  - 200+ design concepts submitted
  - 2000+ individuals provided feedback on top 10 concepts
  - feedback request now for final 4
- Final decision will be made by the EMO. Not making any change is acceptable.



## EclipseCon Programming Contest



 Organized in conjunction with NASA and some e4 committers (led by Boris)

 Goal is to introduce e4 to EclipseCon attendees

NASA, Amazon and Lego sponsoring and providing prizes

# **Eclipse Community Awards Finalist**



- Top Committer: Boris Bokowski, Markus Schorn and Eike Stepper
- Top Contributor: Matt Hall, Laurens Holst, James Sugrue and Lars Vogel
- Top Newcomer Evangelist: Russell Bateman, Walter Harley and Lars Vogel
- Most Open Project: e4, Equinox p2, Mylyn and XML Tools in Web Tools Platform (WTP) Incubator
- Most Innovative New Feature or Eclipse Project: EclipseLink, Standard Widget Toolkit (SWT) Cocoa Port and Textual Modeling Framework (TMF) Xtext

### Eclipse Community Awards Finalist #2



- Best Commercial Developer Tool: BIRT Mashboard Application, GUIdancer and Zend Studio 7
- Best Open Source Developer Tool: One winner announced this evening.
- Best EclipseRT Application: BIRT iServer Enterprise and SpringSource dm Server
- Best RCP Application: Bioclipse, PosterGenius and Tasktop Pro

Winners Announce at Members Reception