



Marketing Update for Q1/ 2006

March 30, 2006

Press Releases in Q1



- EclipseCon Gold Sponsor
- Actuate, IBM, Pentaho, Scapa Technologies and Zend Commit to Eclipse BIRT 2.0
- EclipseCon press releases
 - Eclipse RCP Oriented Projects
 - Momentum of ALF
 - Creation of Corona (joint with Compuware)
 - Creation of PHP IDE (joint with Zend)
- Many member announcements at EclipseCon

Press Plans for Q2



- ESC announcements
- JavaOne news items
- Callisto press plans

Eclipse China Seminar



- 1 day seminar in Beijing sponsored by Actuate, IBM, HP and Sybase
- 209 attendees
- Press coverage 6 Chinese technology publications



Seminar Series



- 4 city seminar series planned for February 2006
 - San Diego, Dallas, Raleigh, Atlanta
- Sponsored by Exadel, IBM, Sybase, Serena, CollabNet
- Modest results
 - Very good feedback from the attendees
 - 15-30 attendees in each city.

Eclipse in Motion:
*What are **your** next steps?*

Q2 Activities



- Embedded System Conference
 - Eclipse booth and press activities
- Linux World Boston
- JavaOne – Eclipse Passport
- Market Research Study
- Eclipse Webinar Series
- Callisto Marketing

Eclipse Forum Europe



- **Eclipse conference in Germany, May 8-11th**
- **Produced by Software & Support Verlag**
 - **Publishers of Eclipse Magazin**
- **For exhibitor information**
 - **Contact: Patrik Baumann**
(pbaumann@eclipseforumeurope.com)

eclipse **FORUM**
EUROPE 2006

May 8th - 11th, 2006
Wiesbaden, Germany

Getting Involved



- Marketing Working Group
 - Chair: Karen Frederickson, Sybase (Karen.Frederiksen@sybase.com)

- Embedded Marketing Work Group
 - Chairs: Martin Klaus (martin.klaus@windriver.com) and Robert Day (rday@lnxw.com)

- Market Research Working Group
 - Chair: Mike Taylor (mike_taylor@instantiations.com)

- Eclipse Japan Working Group

More Information



- News Items for the eclipse.org web site
 - E-mail: news@eclipse.org

- Marketing mailing list
 - Subscribe: <https://dev.eclipse.org/mailman/listinfo/eclipse.org-member-marketing>

- Information
 - Eclipse.org RSS feeds
 - Planet Eclipse: <http://planet.eclipse.org/planet/>
 - Eclipse Foundation Blogs
 - <http://eclipse-projects.blogspot.com/>
 - <http://ianskerrett.blogspot.com/>
 - <http://milinkovich.blogspot.com/>
 - <http://eclipse-ecosystem.blogspot.com/>
 - <http://wbeaton.blogspot.com/>