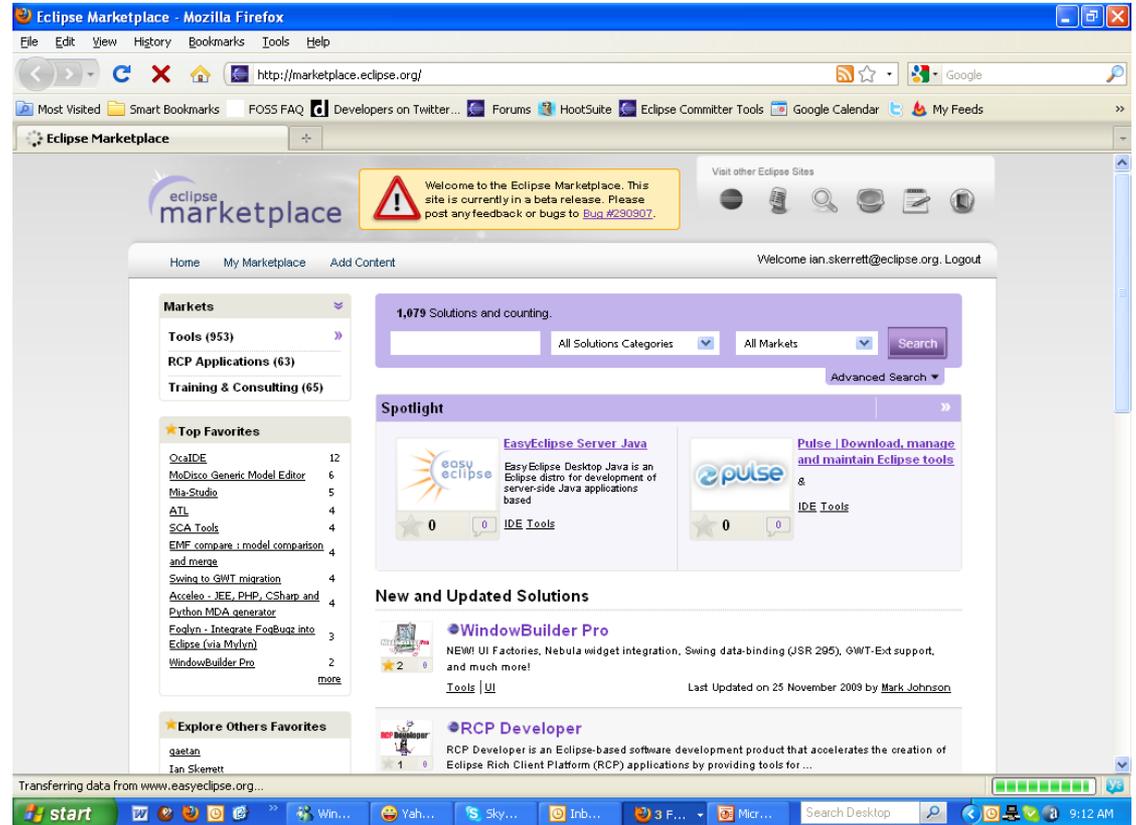# Marketing Update for Q4/ 2009

Eclipse Marketplace (aka EPIC 2.0)

• Launch Date December 8

• Includes new API to enable access to data

Eclipse Day Program

- **EclipseRT Day in Austin and Toronto**
  - Approx. 65 attendees in each location
  - Thanks to IBM for hosting

- **Eclipse Modeling Day in NYC and Toronto**
  - Approx 65 attendees in each location
  - Thanks to Credit Suisse and IBM for hosting

- **Eclipse Insurance Day**
  - Approx 100 attendees
  - Sponsored by ARS, BIRT Exchange, compeople, EclipseSource, in2solutions, moresophy, Sopera, Weigle Wilczek,

Eclipse DemoCamps in November

- DemoCamps held in 33 cites around the world, including China, India; most cities ever

- Attendance continues to be strong
    - average 33 people attend
    - Many are SOLD OUT

- Will continue DemoCamps in 2010

Eclipse Training Series (Fall 2009)

- Series to run from Oct 19 – Dec 4

- 9 companies participating:
    - WeigleWilczek, Soyatec, RCP Company, Obeo, itemis, Industrial TSI, Gerhardt, EclipseSource, AvantSoft

- Results
    - 6 classes ran; lowest number for any training series
    - Only RCP classes actually ran

- Need to re-evaluate if this is a valuable program

Introducing Eclipse Labs

- Current Situation: To start an Eclipse related open source project you have two options:

    1. Propose an Eclipse Foundation project or

    2. Host the project at SourceForge, Google Code, Codehaus or some other hosting site.

- Eclipse Labs will introduce a new option that will be more closely aligned to the Eclipse community

    - Over time it might also become the place to incubate projects, thus reducing the workload on the IP team

Eclipse Community Awards Update

- Introduce New Awards for 2010
  - Most Open Eclipse Project
  - Shiney New Toy Award (Most Innovative New Feature)
  - Individual Who Open Most Bugs
  - Individual Who Closes Most Bugs

- Drop Top Ambassador Award

- Combine Open Source and Commercial RCP into Best RCP App Award

- Combine Open Source and Commercial Equinox into Best Equinox App Award

- Remaining Awards:
  - Top Committer, Top Contributor, Top Newcomer Evangelist
  - Best OS and Commercial Developer Tool

- Winners Announced at EclipseCon