



Marketing Update for November 2011

Eclipse 10th Birthday



- Eclipse 10th Birthday Timeline
- Eclipse Birthday Parties
 - 40+ parties organized around the world
- EclipseCon Europe Kickoff
 - Keynote from John Swainson
 - 10th Birthday Party on Wednesday night
- Press outreach





Eclipse Marketing Programs

- Very Successful Year for New Program
 - Annual revenue \$240,000
 - 12 member companies participating in Q4
 - Very positive results from participating companies; click thru rate above industry average



Press Outreach

Lots of Press releases in Q3/Q4

- Eclipse Announces Full Support for Java 7
- New Agile ALM Connect Conference Connect Tools, Methodologies and People
- At EclipseCon Europe
 - Eclipse Celebrates 10 years of Innovation
 - Polarsys announcement
 - M2M announcement



Next Up for Q4/Q1

- EclipseCon NA Planning and Promotion
- Working Group Support
 - Need to make M2M, Polarsys, LTS, Automotive successful