



Marketing Update for Q1/2005

March 16, 2005

Press Coverage

- Cover story in January edition of Embedded Computing Design
- TPTP Project announced availability of 3.2 release
- EclipseCon press releases for Gold Sponsors and Business Forum
- Preparation for EclipseCon
 - 45+ editors and analysts in attendance
- Schwartz Communications hired as new PR agency (Feb. 1)





Press Plans for Q2/2005

- Follow on EclipseCon coverage
- Launch of Eclipse 3.1 in June



Analyst Coverage

- EclipseCon Briefings
 - Carl Zetie and John Rymer, Forrester Research
 - Michael Blechar, Gartner Group
 - Stephen O'Grady and James Governor, Redmonk
- Carl Zetie presenting at EclipseCon



EclipseCon Marketing

- Exhibit Hall Sold Out
 - 7 Gold Sponsors: Accelerated, Actuate, Agitar, Borland, HP, IBM, SAP
 - SAS, SAP, Intel, Borland, BEA sponsoring a reception
 - IBM, Sybase and Genuitec hosting a vendor reception
 - 37 Exhibitors in total

- 10 Media sponsors
 - OSTG, JavaPro, JavaLobby, SD Times most effective in driving web traffic

- Encouraged member companies to link to conference site
 - IBM, EPIC, Innoopract, Sybase, Exadel most effective
 - NOTE: Not all companies included a unique label for us to track

- Three tiered pricing help drive registrations
 - Dec. 31 and Jan. 31 prices went up so we saw an increase in traffic.



Market Study Working Group

- Market Research was #2 priority for Add-In Providers from Dallas Members meeting
- Jon Ward of IBM is leading a working group to initiate a market study.
- Evans Data has provided Eclipse a proposal for \$60K to conduct this study.
- Working Group currently soliciting sponsors for the study from Member companies.



Embedded Marketing Working Group

- 8 companies have co-sponsored a booth at Embedded System Conference in San Francisco
 - QNX, TimeSys, Wind River, Accelerated, SlickEdit, RTI, Telelogic, ENEA



New Working Groups

- Eclipse Japan
 - NTT Comware, Fujitsu, Hitachi, IBM