Marketing Update for Q1/ 2007
Press Releases in Q1

- Eclipse Foundation Joins Three Industry Specification Groups
- Eclipse Foundation Launches Data Tools Platform 1.0
- Bandit and Higgins Projects Bridge Multiple Identity Systems to Provide a Consistent Experience of Identity
- EclipseCon Press Releases
  - Community Awards Winners
  - Eclipse Foundation Announce Initiatives for Ajax Applications and Dynamic Languages
EPIC Stats

- **Number of Plug-ins**
  - 813 (last quarter 723)

- **Site Traffic**

<table>
<thead>
<tr>
<th>Month</th>
<th>Visits</th>
<th>Visits Per Day</th>
<th>Unique Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>463,205</td>
<td>14,942</td>
<td>113,069</td>
</tr>
<tr>
<td>November</td>
<td>519,930</td>
<td>17,331</td>
<td>144,700</td>
</tr>
<tr>
<td>December</td>
<td>491,707</td>
<td>15,861</td>
<td>122,886</td>
</tr>
<tr>
<td>January</td>
<td>517,771</td>
<td>16,702</td>
<td>128,223</td>
</tr>
<tr>
<td>February</td>
<td>470,295</td>
<td>16,796</td>
<td>118,125</td>
</tr>
</tbody>
</table>
Eclipse Technology Awards

- Best Open Source RCP application
  - EclipseTrader, PSICAT, RSSOwl
- Best Commercial RCP application:
  - TIBCO Business Studio, Ivis Technologies xProcess
- Best Open Source Eclipse Based Developer Tool
  - EclEmma, eclipse-cs Checkstyle Plugin
- Best Commercial Eclipse Based Developer Tool
  - Adobe Flex 2.0, QNX Momentics IDE
- Best Deployment of Eclipse Technology in an Enterprise
  - Bardusch GmbH, JPMorgan Chase, NASA Ensemble Team
Eclipse Individual Awards

- Top Ambassador
  - Chris Aniszczyk, Alex Blewitt, Doug Schaefer
- Top Contributor
  - Eugene Kuleshov, Philippe Ombredanne, Kimberley Peter, Tom Schindl
- Top Committer
  - Mik Kersten, Ed Merks, Thomas Watson
- Top Newcomer Evangelist
  - Hendrik Maryns, Daniel Megert, Eric Rizzo

Winners Announce Monday Night at EclipseCon

Thanks to Intel, Motorola and Nokia for Contributing Prizes
Other Activities in Q1

- **Webinar Series**
  - Data binding – 72 attendees
  - JSF – 77 attendees
  - BIRT – 113 attendees

- **Eclipse Plugin Fest**
  - 2 day interoperability testing session focused on embedded and mobile vendors
  - Host and sponsored by Symbian
  - 19 companies participated
  - Very positive feedback
Q2 2007 Activities

- Embedded System Conference
  - Eclipse booth at ESC

- Eclipse Live Launched

- JavaOne

- Europa Planning
How to Get Involved

- Marketing Working Group
  - Propose a new working group

- Marketing Mailing List

- Send product announcements to news@eclipse.org

- Eclipse Aggregator: Planet Eclipse
  - http://planeteclipse.org/planet/

- Eclipse Foundation Employee Blogs
  - Mike Milinkovich
    - http://milinkovich.blogspot.com/
  
  - Bjorn Freeman-Benson
    - http://eclipse-projects.blogspot.com/
  
  - Ian Skerrett
    - http://ianskerrett.blogspot.com/
  
  - Donald Smith
    - http://eclipse-ecosystem.blogspot.com/

  - Wayne Beaton
    - http://wbeaton.blogspot.com/