Eclipse Mobile Industry Working Group
Proposal (v1.5)

Eclipse for Mobile – Accelerating the Pace

Problem
- Fragmentation of Mobile Application Development platforms
  - Vendor-specific device features
  - Redundancy in investment from tools providers
  - Barrier to mobile app developer

Opportunity
- Common mobile application development platform
  - Industry collaboration will accelerate a feature-rich mobile app development platform
  - Reduces the barriers and switching costs for mobile app developers
  - Acceleration and proliferation of mobile applications and services

Solution
- Eclipse Mobile Industry Working Group (EMIWG)
  - Defines a complete mobile application development environment
  - Forum for roadmap collaboration on a comprehensive mobile development offering
  - Creates more value for mobile companies, wireless operators, mobile ISVs, and Eclipse developers
  - Founding Steering Committee: Motorola & Nokia

- Eclipse – the industry standard for mobile application development

Eclipse Mobile Industry WG – Four Pillars of Focus

- *Product*

  - Define and implement an integrated mobile application development product
  - Create Eclipse components and frameworks for mobile development

- *Roadmap*

  - Roadmap for complete mobile offering
 - Broadens field of interest to attract new developers and adoption

- *Best Practices*

  - Simplify the use of Eclipse by mobile application developers through a common set of test suites, training materials, documentation.

- *Promotion*

  - Consistent marketing message and promotion for Eclipse in Mobile.
  - Integrate Mobile across Eclipse Marketing events & promotion materials

Eclipse for Mobile – Creating Momentum

Today
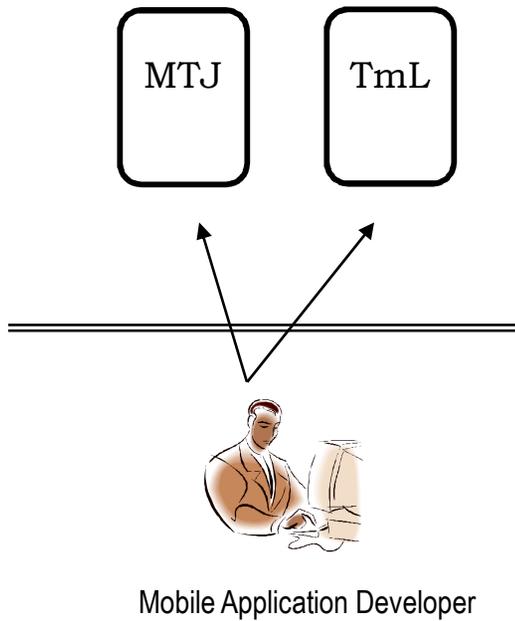
Eclipse Mobile Industry Work Group
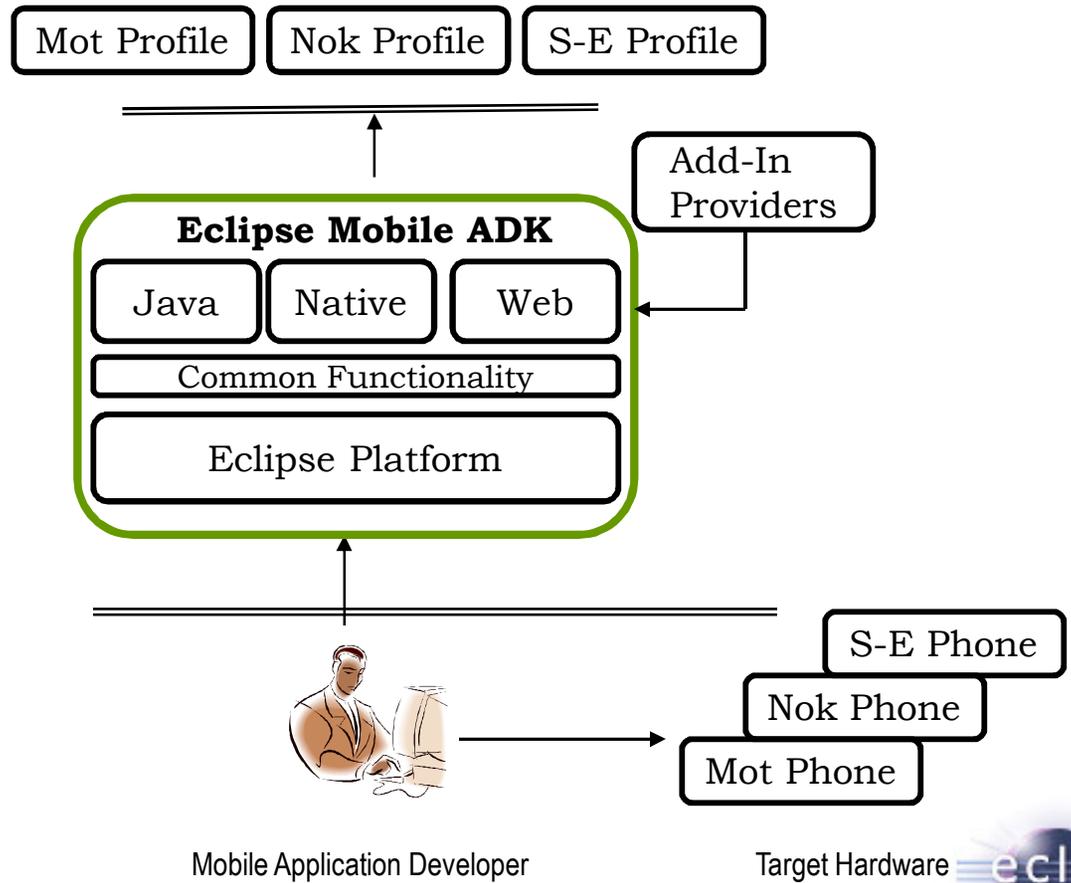
- Packaged Product
- Roadmap
- Promotion
- Best Practices

Mot Profile	Nok Profile	S-E Profile

Add-In Providers

Eclipse Mobile ADK

Java	Native	Web

Common Functionality

Eclipse Platform

MTJ	TmL

Mobile Application Developer

Mobile Application Developer

Target Hardware

S-E Phone

Nok Phone

Mot Phone

eclipse

Status

- Companies expressing interest in Joining MIWG -

    - Motorola, Nokia, Sony-Ericsson, RIM, IBM, Genuitec, Prosyst

Next Steps

- Create MIWG on December 12 (Friday)

    - Mike to send email to membership-at-large announcing creation

    - Eclipse Industry Work Group Process

        - http://www.eclipse.org/org/industry-workgroups/industry_wg_process.php

- WG Priorities : Q4/08 - Q1/09

    - Launch wiki – charter and participants

    - Define technical roadmap