



## Marketing Update for Q1/ 2010



# Eclipse Marketplace Client Update

- Marketplace Client (MPC) provides direct access from an Eclipse installation to the listings on Marketplace
  - A response to the Board discussion of creating an Eclipse App Store
- Foundation has hired Tasktop to create the MPC as an open source project
  - Scheduled to be included in Helios release
- Only Members solutions and Open Source solutions will be displayed in the MPC
  - all solutions available via Web interface
- Strategic members will be able to add external catalog to the client.



# Eclipse Training Series

- By popular demand from member companies we have decided to do a Spring Eclipse Training Series
- Companies involved are AvantSoft, EclipseSource, Industrial TSI, Obeo, The RCP Company and Weigle Wilczek.
- 20 classes offered between April 12 and May 28



# Eclipse Corporate Sponsor Program

- Expand the opportunities for large companies to contribute to Eclipse
  - Membership or providing committers is sometimes not an option
- Companies can donate money or in-kind goods/services
  - Donations recognized on the Corporate Sponsor page

The screenshot shows the Eclipse website's Corporate Sponsor Program page. At the top, there is a banner for 'eclipseCON™ 2010' held from March 22nd to 25th in Santa Clara, CA, with a 'Register Now!' button. Below the banner is a navigation menu with links for Home, Downloads, Users, Members, Committers, Resources, Projects, and About Us. The main content area is titled 'Eclipse Corporate Sponsors' and includes a paragraph explaining the Eclipse Foundation's reliance on member support and a list of sponsors. The sponsors are categorized into Gold Sponsors (Amazon Web Services, Cisco, IBM, Intel, Novell) and Silver Sponsors (AMD, Google, HP, Magma Communications). A sidebar on the right titled 'Supporting Eclipse' lists links for Eclipse Members, Friends of Eclipse, and Become a Corporate Sponsor. The footer contains links for Home, Privacy Policy, Terms of Use, Copyright Agent, Legal, and Contact Us, along with a copyright notice for 2010 The Eclipse Foundation.



## Search for an Updated Eclipse Logo

- e4 team is updating the Eclipse UI and suggested/asked if an updated Eclipse logo made sense
- Existing Eclipse logo was designed 7-8 years ago and design styles changed
- Not looking to create a new logo but update/modernize the existing logo
- Create a community crowdsourcing project
  - 200+ design concepts submitted
  - 2000+ individuals provided feedback on top 10 concepts
  - feedback request now for final 4
- Final decision will be made by the EMO. Not making any change is acceptable.





# EclipseCon Programming Contest

- Organized in conjunction with NASA and some e4 committers (led by Boris)
- Goal is to introduce e4 to EclipseCon attendees
- NASA, Amazon and Lego sponsoring and providing prizes





## Eclipse Community Awards Finalist

- Top Committer: Boris Bokowski, Markus Schorn and Eike Stepper
- Top Contributor: Matt Hall, Laurens Holst, James Sugrue and Lars Vogel
- Top Newcomer Evangelist: Russell Bateman, Walter Harley and Lars Vogel
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- Most Open Project: e4, Equinox p2, Mylyn and XML Tools in Web Tools Platform (WTP) Incubator
- Most Innovative New Feature or Eclipse Project: EclipseLink, Standard Widget Toolkit (SWT) Cocoa Port and Textual Modeling Framework (TMF) Xtext



## Eclipse Community Awards Finalist #2

- Best Commercial Developer Tool: BIRT Mashboard Application, GUIDancer and Zend Studio 7
- Best Open Source Developer Tool: One winner announced this evening.
- Best EclipseRT Application: BIRT iServer Enterprise and SpringSource dm Server
- Best RCP Application: Bioclipse, PosterGenius and Tasktop Pro

**Winners Announce at Members Reception**