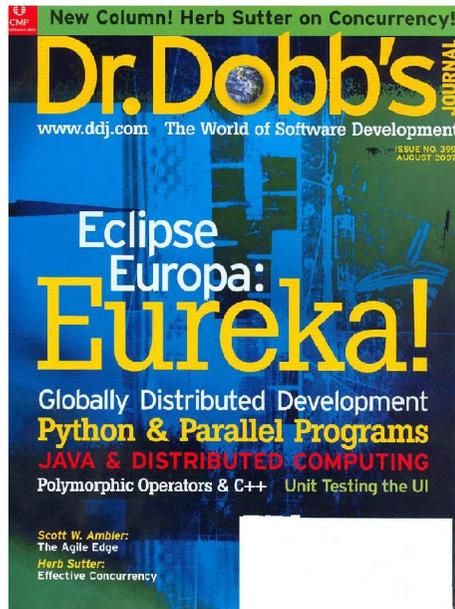# Marketing Update for Q3/ 2007

Press Releases in Q3

- Eclipse Ships Largest-Ever Release of Leading Open Source Software Development Platform

- PDT 1.0 Press release

Europa - Press Coverage

- Press and Analyst Coverage
  - 14 articles in target magazines
  - 3 analyst write-ups

Community Activities

- EclipseZone Podcasts
  - 6 podcasts with project leaders

- BZ Media Webinar
  - Title: "Eclipse 3.3 and Mylyn 2.0

- Redmonk Video Demos
  - 5 videos with different project leaders

- EPIC Euopra Member Podcasts
  - 8 podcasts with member companies discussing their plans for Europa

Eclipse Live Webinars – Europa Projects

Project	Registered	Attended	Views
Intro to Web Services with WTP	112	82	587
Test First Developer with Eclipse	151	91	823
Eclipse Modeling – What is New in Europa	169	121	1352
CDT 4.0 – Reaching for Uberness	131	111	444
ECF Project: Building Communications into Tools and Applications	80	45	148
The Platform Guru's Present What's New in 3.3	130	94	394

Europa Reviews- Write a Review, Win a Shirt Contest

- Encourage individuals to blog about Europa.

- Offer free shirts to all participants and offer a grand prize of EclipseCon or ESE pass.

- Encourage cross posting on DZone

- Results
  - 59 blog posts
  - Global response: English, German, Italian, Chinese, Swedish, French, Portuguese,

New EPIC Home Page

RCP Training Series

- Collaboration with 7 member companies providing RCP training in 15 cities
  - Companies: Anyware, Avantsoft, Bredex, TSI, Innoopract, RCP Company, WeigleWilczek
  - Cities:
    - Stuttgart, San Francisco, San Jose, Berlin, Boston, Chicago, Amsterdam, Copenhagen, Portland, Paris
    - Braunschweig, Brussels, Denver, Stockholm, Luxemburg canceled due to lack of interest

- Eclipse Foundation promotes the training seminars and member companies organize the classes

Eclipse World

- Nov 6-8 in Reston, VA

- Produced by BZ Media

OS Summit Asia

- New conference in collaboration with Apache Software Foundation
  - Conference produced by a third party company

- Location: Hong Kong
- Dates: November 26-30

- Estimated Attendance: 400

- Sponsorship opportunities are available
  - contact Ian Skerrett for details.