

Edge Native Steering Committee Call

July 6, 2022

Agenda Topics	Moderator	Minutes
Approval of the minutes of the June 1, 2022 call	Frédéric	5
Post Mortem: Zenoh Summit	Angelo	10
Post Mortem: Embedded World and Edge Computing World	Frédéric	10
Marketing Update	Hassan	15
Medium.com: The Edge of Things	Kilton	5

Attendees

Frederic Desbiens (Eclipse Foundation)
 Hassan Jaber (Eclipse Foundation)
 Nicola La Gloria (Kynetics)
 Tina (Bosch - main delegate)
 Evgeni Grigorov (Bosch - alternate delegate)
 Kilton Hopkins (Edgeworx)
 Robert Andres (Eurotec).
 Kevin Wang (Huawei)

Absents

Clark Roundy (Eclipse Foundation)
 Adrian O'Sullivan (Huawei)
 Angelo Corsaro (ZettaScale)
 Ivan Paez (Secretary)

Minutes

Resolved, the Steering Committee unanimously approves the Minutes of June 1st, 2022 call.

Post Mortem: Zenoh summit

Frederic briefly described what happened in the Zenoh Summit event. Hassan presented the numbers of 170 registrations, and life attendees were 48~50 approximately. This is the kind of activity the EF Edge WG is happy to organize for any of the edge projects.

Post Mortem: Embedded and Edge Computing World

The Embedded and Edge Computing World was held virtually. Frederic had a presentation for the EF Edge WG. The general impression was that there are a large number of vendors attending, however the attendees are not ready to go back in mass to this kind of event. The north-american version of the Embedded and Edge Computing World is going to happen in Santa Clara, in October right before EclipseCon.

Marketing update

Hassan presented updated numbers on the impact of the past events:

- Virtual IoT and Edge Days 2022, 350 Registrations, 170+ Live Attendees, 12 sessions.
- Edge of Things Webinar. New branding. 280+ participants YTD.
- IoT & Edge Developer + Adoption Survey 2022. 978 participants overall, survey timeline: closed on June 15, report launch on Oct 4th. The survey results will be presented in a dynamic way, not only as slides in PDF format as before.
- Community New letter-IoT & Edge. 3 featured spotlight articles. Launch Date: August 30.

Besides that, Hassan presented some web analytics for the website media for the Q2-2022.

Medium magazine

The Edge of Things Medium publication will target a new publication every 2 weeks. Launch date April 1st. 330+ reads, 630+ views, branded publication. Many opportunities for members to engage blogs, use cases, adopters profiles, podcasts, videos, etc.

Next Meeting

Resolved, the next meeting will be held on Wednesday Sept 5th, 2022 at 16h00 CET.