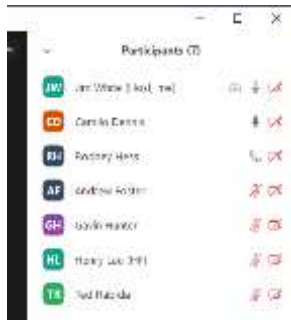


EdgeX Foundry Outreach Working Group

7/26/21

Attendees:



Old Business

- Press Release for Ireland
 - Jim to forward to marketing forum
 - Target Wednesday for review
 - Length?? Some concern that it may be too long? How can we shorten? Reviewers please provide input by Wednesday.
- TopCoder Challenge - next steps or drop this?
 - Last chat with TopCoder - we proposed some ideas
 - Jim to connect with Jean Marie on what to do next? Seems to be stagnating.
- Web Site - EdgeX 2.0 updates? China Website
 - Updated the landing page for Ireland
 - Could possibly stand a review by community - Jim to provide a request to community via emailer
 - Banner on the page - put an Ireland themed image on the background
 - Ted/Andy to take with inputs on image by anyone with idea
 - Update IOTech or other companies on the web site (for English and Chinese)
 - Jim to post to marketing email forum
 - Draft pages of EdgeX Ready
 - Also need to be added to Chinese website
 - Ted to take getting these up on English site and send message to Melvin on Chinese site
- Certification - EdgeX Ready (what remains and what's next)
 - Web site material - what's holding up publishing of this? Nothing - ready to go
 - OK to publish (Ted to take the lead on getting draft published)
 - Acceptance and rejection letters - Rodney working
 - Working with LF on what we need to reference with regard to legal materials - work with Kendall Waters Perez
 - EdgeX Ready badge - two companies to get the initial badge (Intel/IOTech)
 - Rodney - Ted to cover
 - Jim / Rodney to discuss next steps EdgeX Ready and Certification
- Adopter Series - fall presentations
 - Advantech (Sept 14) & UST Global (unsure of date - Henry tracking)

EdgeX Foundry Outreach Working Group

- Page on website needs to be updated to show Advantech upcoming (Ted)
- Cancel recurring whole series; just have Sept 14th date for now - Jim
- Vertical Solutions / ORRA - what's next? NRF show?
 - Blog posts by participants for virtual NRF
 - Team is now focused on arch doc - publishing ver 1.0 (within the next week or so)
 - Demo - no specific event target at this time (present at LF Edge TAC)
 - Target ONE summit in October?

New Business

- Introduction of Michelle Jiang - Industrial /IoT group in Intel - covering for Camilo during assignment
 - Marketing lead for Edge Insights for Industrial
 - Based in SF but moving AZ
- Vertical Solutions
 - Industrial group - interest from China as well as organizations like Schneider, etc. How to start this effort (and other vertical groups - Jim has an idea).
 - EII (Bridget - Intel EII lead) - what a joint architecture would look like
 - China international industrial Fair (Sept) - Intel will be participating
 - Jim to coordinate with groups about how to proceed
 - AgStack - engaging and getting a target project going
 - Digital Twin - engaging and getting a target project going
 - LF Energy - interest from some adopters; Jim to reach out
 - With any of these, we need to make sure we show the core of EdgeX as part of any effort/demo
- Blog and Vlog
 - Vlog and Blog every other month
 - Homework assignment for the work group to bring topics for consideration to next meeting
- Hackathons
 - goal - virtual hackathon for early 2022 - English speakers (vertical?, needs, timeline, needs)
 - lessons we can learn from China Hackathons
 - Wide scope too difficult - should narrow the scope
 - Homework assignment for the working group to bring possible Hackathon focus/topics to next meeting
- Event schedule
 - target 2022
 - Which shows
 - How to make big impressions on re-emergence - new demo kit, speakers, etc.
 - Homework assignment for the working group to bring event targets to the next meeting