

Ethernet Alliance® Gathers Industry Leaders for Forum Addressing Next Generation Ethernet Data Center

Alliance to Host Technology Exploration Forum on February 2, 2010

WHO: The [Ethernet Alliance](#)

WHEN: February 2, 2010 – 8:00 a.m. to 5:00 p.m. PST

WHERE: [Techmart Network Meeting Center](#) – Santa Clara, California

WHAT: The Ethernet Alliance is hosting a [Technology Exploration Forum](#) in Santa Clara, California to discuss Ethernet's role in the next generation data center. Join industry leaders such as Facebook, New York Stock Exchange, Joyent, Force10, JDSU, QLogic, Cisco, Dell, Intel, Juniper Networks, NetApp, Solarflare Communications and more to learn about recent Ethernet developments and future trends.

As the data center continues to evolve, Ethernet technology is expanding and supporting an ever-increasing number of applications. This one-day event will focus on the needs, applications, adoption and deployment of next generation Ethernet in the data center. Open to both Ethernet Alliance members and non-members, the forum will offer attendees the opportunity to engage in discussion with multiple industry experts on the latest developments and proposals for exploring technical issues. Featured sessions will include:

- ***The Opportunities and Challenges of the Next Generation Ethernet Data Center***
Presented by Seamus Crehan, Dell'Oro Group
- ***Higher Speed Ethernet Session***
Moderated by John D'Ambrosia, Force 10 Networks
- ***IO Virtualization Session***
Moderated by Seamus Crehan, Dell'Oro Group
- ***Is Bandwidth Growth Exceeding Network Technology?***
Presented by Andy Bach, New York Stock Exchange
- ***Low Latency Ethernet Panel***
Moderated by Lloyd Dickman, QLogic
- ***Cloud Computing IO Requirements***
Presented by Jason Hoffman, Joyent
- ***Convergence in Data Centers***
Moderated by Jag Bolaria, Linley Group

- **End User Panel**

Moderated by Seamus Crehan, Dell'Oro Group

Forum attendees are invited to an informal networking reception following the event.

REGISTER: To register for the Technology Exploration Forum, click [here](#). Members of the media and analyst communities should contact rshaver@nereus-worldwide.com for information on complimentary media/analyst registration.

About the Ethernet Alliance

The Ethernet Alliance is a global consortium that includes system and component vendors, industry experts and university and government professionals who are committed to the continued success and expansion of Ethernet technology. The Ethernet Alliance takes Ethernet standards to market by supporting activities that span from incubation of new Ethernet technologies to interoperability demonstrations, certification and education.

For more information, please visit www.ethernetalliance.org. Individuals who would like to receive updates on Ethernet Alliance news, activities and events may sign up for the organization's newsletter by clicking [here](#).

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