Webcast provides technology overview, focuses on applications for Power over Ethernet (PoE) and Power over Ethernet Plus (PoE Plus)

Mountain View, CA – August 26, 2008 –The Ethernet Alliance today announces a free educational webcast titled "PoE Plus: Impact on the PoE Market." The webcast focuses on IEEE P802.3at (PoE Plus) draft 3.1, the latest applications enabled by this new technology, and how PoE Plus products will affect the PoE market. The webinar is available for viewing at https://www.accelacomm.com/jlp/release/7/80540290/.

Presenters for the webinar are:

- *Val Oliva, Foundry Networks* – Oliva is director of product strategy for Foundry Network's enterprise business unit. He also serves as president of the Ethernet Alliance as well as marketing chair for its PoE/PoE Plus subcommittee. Oliva previously served as vice president, board of directors member and technical chair for the 10 Gigabit Ethernet Alliance.

- *Daniel Feldman, Microsemi* – Feldman is a senior product line manager for Microsemi's analog and mixed signal group. Feldman is an active member of the IEEE 802.3at task force and is the technical chair for the Ethernet Alliance PoE/PoE Plus subcommittee.

"PoE is poised for continued growth in the market to meet the demand for integrated services," said Jag Bolaria, senior analyst, The Linley Group. "Additionally, PoE Plus will complement and be backward compatible with PoE, so it is important for potential users to understand the intricacies of these technologies and how they impact the networking infrastructure."

Power over Ethernet (IEEE Std. 802.3af™-2003) helps consolidate voice and data services using a converged network infrastructure, providing companies with significant savings and greater capabilities from their networks. Ethernet Alliance members recently participated in PoE demonstrations at Interop 2008 showcasing power sourcing equipment (PSE) switches and PoE midspans powering voice over Internet protocol (VoIP) phones and wireless LANS.

Looking ahead, PoE Plus will have the ability to support additional applications including wireless fidelity (WiFi), VoIP and video services. The IEEE P802.3at task force expects to complete standard ratification by 2009 and has been working with key vendors and customers to deliver a solution for providing to end devices at least 24W of power using Category 5 cables and above.

The webcast was organized by the Ethernet Alliance PoE/PoE Plus subcommittee. A free Ethernet Alliance white paper on PoE Plus is available at http://www.ethernetalliance.org/attachments/103_poe%20final.pdf.

If you are interested in joining the PoE/PoE Plus subcommittee or would like additional information, please contact admin@ethernetalliance.org .

About Ethernet Alliance
The Ethernet Alliance is dedicated to promoting industry awareness, acceptance, and advancement of technology and products based on existing and emerging IEEE 802® Ethernet standards. The organization's mission is to accelerate industry adoption and remove barriers to market entry by providing a cohesive, market-responsive industry voice on IEEE 802 Ethernet projects. For more information about the Ethernet Alliance, visit **www.ethernetalliance.org.**

To learn more about the benefits of membership and what it means to be a member of the Ethernet Alliance, visit **www.ethernetalliance.org/join.**

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