
MEDIA ALERT

Ethernet Alliance[®] Hosts Incubation Activities for Next Generation Power over Ethernet

Requests Participation from Both Ethernet Alliance Members and Non-Members

WHAT: The [Ethernet Alliance](#) Power over Ethernet (PoE) Subcommittee has announced it will host an incubation call to discuss the growing need for PoE to address the increasing demand for applications in consumer entertainment devices. This call is open to any party who may have an interest in discussing the next generation of PoE, its applications, areas for enhancements and possible next generation PoE specifications. The call will be held September 20 at 11:00 a.m. PDT. To get the conference call information, go to the [Ethernet Alliance](#) website's PoE registration page. There are no fees or eligibility requirements to attend this call.

WHY: This Ethernet Alliance incubation call serves as the first in a series of on-going conference calls to help interested parties discuss future enhancements to existing IEEE Std. 802.3at™-2009 and create materials to support a Call for Interest for a standards development project.

WHEN: Event Date: September 20, 2010
The call is open and there is no charge to participate.

WHERE: The call information will become available at the online registration site.

WHO: The Next Generation PoE incubation call is hosted by the [Ethernet Alliance](#).

REGISTER: Visit [Ethernet Alliance PoE](#) Incubation or contact admin@ethernetalliance.org.

Members of the media and analyst communities can email inquiries to press@ethernetalliance.org.

About the Ethernet Alliance

The Ethernet Alliance is a global consortium comprised of end users, 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 brings Ethernet standards to market by supporting activities that span from incubation of new Ethernet technologies to interoperability demonstrations and education.

For more information, visit www.ethernetalliance.org. To receive updates on Ethernet Alliance news, activities and events sign up for the organization's [newsletter](#) by [clicking here](#). For information on becoming an Ethernet Alliance member, please visit http://www.ethernetalliance.org/get_involved.

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