

## **MEDIA ALERT: ETHERNET ALLIANCE SPEAKERS UNDERSCORE OPPORTUNITIES, CHALLENGES OF NEXT-GENERATION ETHERNET TECHNOLOGIES AND SPEEDS AT 2011 CARRIER ETHERNET WORLD CONGRESS**

The [Ethernet Alliance](#) (EA), a global consortium dedicated to the continued success and advancement of Ethernet technologies, announces EA representatives have been chosen as featured panelists at the 2011 Carrier Ethernet World Congress ([CEWC](#)) in Amsterdam, Netherlands. Key EA members will participate in a panel discussion on WDM service evolution, and the closing plenary, which will focus on Carrier Ethernet and next generation networks.

**WHAT:** Representatives from EA member companies [ADVA Optical Networking](#) (FSE: ADV) and [JDS Uniphase Corporation](#) (NASDAQ: JDSU) will be featured speakers in the following panels:

- Olaf Herr, Transport Go-to-Market Manager, JDSU, will join other notable Ethernet industry practitioners and experts for a panel discussion entitled “*WDM Service Evolution: 100G, TERABIT, and Beyond*” at the [Transport Network Strategies Conference](#), co-located with the 2011 CEWC. During this session panelists will explore the future of 100G and terabit Ethernet in next-generation networks, as well as highlighting critical challenges and issues these key technologies may face.
- Anthony Magee, Principal Engineer - CTO Office, ADVA Optical Networking, will take part in the CEWC’s closing plenary, “*Delivering Next Generation Networks with Carrier Ethernet*”. Discussions will focus on Packet Transport Networks (PTN) technology alternatives, provide comparisons of various Ethernet technologies, and address effective delivery of next-generation network services.

**WHEN:** “*WDM Service Evolution: 100G, TERABIT, and Beyond*” will be presented during the Transport Network Strategies Conference Session 4, Thursday, October 13, 2011, and begins at 11:25 AM CEST. The CEWC “*Delivering Next Generation Networks with Carrier Ethernet*” closing plenary will also take place on Thursday, October 13, 2011, from 4:15 to 5:00 PM CEST.

**WHERE:** Both panels will be held at [Hotel Okura](#) in Amsterdam, Netherlands.

**WHO SHOULD ATTEND:** All CEWC and Transport Network Strategies Conference attendees, and current EA members, as well as Ethernet industry practitioners, members of the media, analysts, researchers, and other interested individuals and organizations are encouraged to attend both panels.

**WHY TO ATTEND:** EA promotes Ethernet technology and ecosystem growth and advancement through its broad education efforts, support for consensus building, and fostering greater interoperability. CEWC and Transport Network Strategies Conference attendees can help keep themselves on the frontier edge of these rapidly evolving and maturing technologies by availing themselves of the in-depth analysis and real-world expertise offered by EA and its member companies during both sessions.

“As we begin looking to tomorrow’s generation of Ethernet speeds, gaining a clear understanding of both the intrinsic opportunities and challenges presented by these mission-critical technologies will be fundamental to their continued progression and success,” said

Crystal Black, Marketing Committee Chair, Ethernet Alliance. "By sharing practical expertise as well as insight into coming advances during events like these, the Ethernet Alliance is helping to cultivate the next age of Ethernet technology innovation."

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For more information about the Ethernet Alliance's panel sessions during CEWC and the Transport Network Strategies Conference, please visit <http://www.carrierethernetworld.com/> and <http://tns.optical-transmission.com/>.

### **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 and education.

For more information, visit [www.ethernetalliance.org](http://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 at [www.ethernetalliance.org/newsletter](http://www.ethernetalliance.org/newsletter).

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