

MEDIA ALERT: ETHERNET ALLIANCE MEMBERS TO LEAD DIALOG ON LATEST ETHERNET INNOVATIONS AT EUROPEAN CONFERENCE ON OPTICAL COMMUNICATION (ECOC)

The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies announces that it will host two exclusive panel sessions led by select Ethernet Alliance member company technology leaders and innovators. Both sessions will take place during the upcoming 37th annual European Conference on Optical Communication ([ECOC 2011](#)) in Geneva, Switzerland.

WHAT: Leading representatives from Ethernet Alliance member companies Finisar, Fujitsu, Inphi Corporation, JDS Uniphase Corporation (JDSU), Opnext, Inc., QLogic Corp., and Vitesse Semiconductor Corporation will take part in the following presentations during ECOC 2011:

- Dr. Paul Brooks, Product Manager for JDSU's high-speed test portfolio will moderate a panel entitled *"Introduction to 40GE & 100GE from a Test and Measurement Perspective"*. Panelists, including Richard Ward, Director of Systems Engineering, Inphi; Joy Jiang, Product Line Manager, JDSU; Mike Dudek, Senior Manager, Signal Integrity, QLogic; and Frank Chang, Principal Engineer - Systems, Vitesse will join him for a discussion covering addressing challenges the industry is facing in developing, validating, and deploying 40/100GbE technology, from signal integrity through photonic performance, to QoS and deployment issues.
- Dr. Jon Anderson, Director, Technology Programs, Opnext, will moderate the *"Next Generation 100G Ethernet Optical Interconnects and Module Form Factors"* panel. He will be joined by panelists Chris Cole, Engineering Director, Finisar; Yasunori Nagakubo, Marketing Manager, Fujitsu; Siddharth Sheth, Vice President of Marketing, High-Speed Connectivity, Inphi; and Beck Mason, Vice President of R&D, Transmission Products, JDSU in a dialog about the latest developments in 100GbE optical interconnect technologies, new module form factors for high port density application, and emerging standards.

WHEN: The *"Introduction to 40GE & 100GE from a Test and Measurement Perspective"* panel will be held Monday, September 19, 2011, from 10:00 to 11:00 AM CEST. It will be immediately followed by the *"Next Generation 100G Ethernet Optical Interconnects and Module Form Factors"* panel, which will be held from 11:00 AM to 12:00 PM CEST.

WHERE: Both Ethernet Alliance panel sessions will be held in the Market Focus Theatre, located on the ECOC 2011 exhibition floor at the [Geneva Palexpo](#) international exhibition and conference center.

WHO SHOULD ATTEND: The Ethernet Alliance invites all ECOC 2011 attendees, current Alliance members, and other interested individuals and organizations, like system and component vendors, consumers, industry experts, and university and government professionals to attend both panel discussions.

WHY TO ATTEND: The Ethernet Alliance is dedicated to fostering Ethernet growth and innovation through technology incubation and development, interoperability testing, and education. By attending its ECOC 2011 panel discussions, individuals or organizations with a vested interest in the continued evolution of next-generation Ethernet technologies will gain valuable information and insight into the advancements shaping the Ethernet ecosystem.

“Ethernet has become a critical underpinning throughout today’s global communications and IT infrastructure by delivering the speed and reliability required for real-time, high-speed data transfer,” said Crystal Black, Marketing Committee Chair, Ethernet Alliance. “Fostering the innovation and creativity needed to usher in the next generation of Ethernet technologies is at the heart of our mission. By sharing its collected knowledge and expertise at events such as ECOC 2011, the Ethernet Alliance and its member companies are demonstrating a firm commitment to helping advance the world’s knowledge, understanding, and application of this vital technology.”

For more information about the Ethernet Alliance’s panel sessions during ECOC 2011, please visit <http://www.ecocexhibition.com/whatson2011>.

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. 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.

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