

## **ETHERNET ALLIANCE TO DELIVER REAL-WORLD EXPERTISE WITH INTRODUCTION OF IN-DEPTH WEBINAR SERIES**

*Rich educational series debuts with Data Center Convergence theme and features practical expertise, live Q&A sessions with Ethernet industry innovators*

**MOUNTAIN VIEW, CA, August 18, 2011** – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies today unveiled details of its new educational webinar series. Led by real-world practitioners and industry experts, the series will deliver practical information and expertise about Ethernet technology developments, trends, and challenges. The series' inaugural presentation, "Current State of Affairs For Data Center Convergence", will be held on August 25, 2011 in two live sessions at 8:00 AM PDT and 5:00 PM PDT and will be followed immediately by an interactive Q&A session. The event is open to and free of charge for both Ethernet Alliance members and the general public.

"Keeping apace of rapid evolutionary changes in Ethernet technology poses a significant challenge to the world's IT, networking, and telecommunications communities. With Ethernet's growing relevance in applications like data center operations, cloud computing, mobile backhaul, and the smart grid, the need for greater education about the latest innovations and practical techniques is critical," said Crystal Black, Marketing Committee Chair, Ethernet Alliance. "The introduction of this seminar series hosted by Ethernet Alliance and led by members offers a rich source of proven, real-world expertise and reinforces the Ethernet Alliance commitment to elevating knowledge and understanding of those issues fundamentally impacting the global Ethernet ecosystem."

The inaugural presentation, "Current State of Affairs For Data Center Convergence" features presenters Henry He, technical product manager, Ixia, and Chauncey Schwartz, senior technical marketing manager, QLogic, and focuses on key topic areas such as Data Center Bridging (DCB) building blocks, the state of Ethernet standards development, and the need for effective testing. Future entries in the series plan to focus on a broad range of subjects and Ethernet-related disciplines, such as migration strategies for high speed Ethernet, what's driving broad deployment of 10GbE and accelerating applications with RDMA over Converged Ethernet.

Each one-hour event will include a presentation and live Q&A session. A post-event online archive will also be available for on-demand viewing. For more information or to register for the first webinar, please visit [www.ethernetalliance.org/events/datacenter\\_convergence\\_webinar](http://www.ethernetalliance.org/events/datacenter_convergence_webinar).

Registration for this event will close at midnight on Wednesday, August 24, 2011.

For more information about the Ethernet Alliance, please visit [www.ethernetalliance.org](http://www.ethernetalliance.org), follow @EthernetAllianc on Twitter, or visit the Ethernet Alliance Facebook page at [www.facebook.com/groups/20072238365/](http://www.facebook.com/groups/20072238365/).

### **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).

#

###

### **Media Contact:**

Melissa Power  
Interprose Public Relations  
P: 401-454-1314  
E: [melissa.power@interprosepr.com](mailto:melissa.power@interprosepr.com)