

## **MEDIA ALERT: ETHERNET ALLIANCE TO DELIVER WEBINAR SERIES ON IMPORTANT ETHERNET DEVELOPMENTS AND TRENDS**

**BEAVERTON, OR, FEBRUARY 24, 2012** – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today unveiled details of its upcoming educational webinar series which begins February 28, 2012. Led by Ethernet Alliance officers and other industry experts, the three-session series delivers practical information and expertise about Ethernet technology developments and trends.

Ethernet Alliance webinars are free of charge to both its members and the general public. All webinars will last approximately 45 minutes, followed by a 10 to 15 minute Q & A session. Each webinar will be archived for future reference.

The first webinar in the series, “*Ethernet 102: The Physical Layer of Ethernet*,” is slated from 8:00 – 9:00 am PST, Tuesday, February 28, 2012 and again the same day from 4:00 – 5:00 pm PST. Presenters for the “*Ethernet 102: The Physical Layer of Ethernet*” webinar are:

- Scott Kipp, president, Ethernet Alliance, and senior technologist, Brocade
- Frank Yang, marketing chair, Ethernet Alliance’s next-generation enterprise cabling subcommittee, and manager of technical marketing, CommScope

This webinar will provide a basic overview of the Ethernet physical layer and a brief history of Ethernet standards, growth and advancements. It also will include a basic overview of current cabling deployments and applications.

For more information or to register for the webinar please visit <http://conta.cc/zXq8N3> for the 8 am PST session and <http://conta.cc/zXq8N3> for the 4 pm PST session. Registration closes at 12:00 am PST, Monday, February 28, 2012.

The next two webinars in the series are “*Ethernet 202: 10GBASE-T Revamped*” and “*Ethernet 301: 40/100GbE Fiber Cabling and Migration Practices*”. Further information, including detailed session descriptions and registration deadlines, will be announced at a later date.

### **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 about the Ethernet Alliance, please visit [www.ethernetalliance.org](http://www.ethernetalliance.org); follow [@EthernetAllianc](#) on Twitter; visit the Ethernet Alliance [Facebook](#) page; or join the Ethernet Alliance [LinkedIn group](#). 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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