MEDIA ALERT: ETHERNET ALLIANCE PRESENTS WEBINAR ON FIBER CABLING AND MIGRATION PRACTICES FOR 40/100 GbE

BEAVERTON, OR, MARCH 13, 2012 The [Ethernet Alliance](#)®, a global consortium dedicated to the continued success and advancement of Ethernet technologies, is presenting the "*[Ethernet 301: 40/100 GbE Fiber Cabling and Migration Practices](#)*" webinar on Wednesday, March 21, 2012.

WHAT: High-bandwidth, demanding applications are driving the deployment of 40/100 GbE networks worldwide. Both of these technologies have a significant impact on enterprises' duplex and parallel fiber cabling infrastructures. "*Ethernet 301: 40/100 GbE Fiber Cabling and Migration Practices"* webinar features a presentation by Frank Yang, Chair of the Ethernet Alliance Next Generation Enterprise Cabling Subcommittee, and Technical Marketing Manager at CommScope Inc., and Robert Reid, Senior Product Development Manger at Panduit. Topics to be covered include:

- Data center trends and their impact on cabling infrastructure
- Fiber cabling migrations to 40/100 GbE
- Link power budgets
- Design considerations

WHEN & WHERE: "*Ethernet 301: 40/100 GbE Fiber Cabling and Migration Practices"* webinar will be held twice on Wednesday, March 21, 2012 to accommodate attendees located on both the East and West Coasts. The first complete webinar takes place from 8:00 - 9:00 am PT. The second complete webinar runs from 4:00 - 5:00 pm PT.

WHO SHOULD ATTEND: The Ethernet Alliance invites data center managers, data center facility managers, IT managers, cabling design consultants, cabling designers, and others who are interested in learning more about cabling and migration practices to attend these informative webinars. Attendees should be able to develop a high-level migration plan for their 40/100 GbE fiber-cabling infrastructures after attending this webinar.

WHY ATTEND: Webinar attendees will be provided with an overview of best practices guidance concerning polarity, gender, and power budgets of fiber cabling for 40/100 GbE.

"Anyone responsible for cabling management knows that being prepared for evolutionary changes and coming advancements is critical. The Ethernet 301 webinar will help people gain a better understanding of the scope of and fundamental impact that 40/100 GbE optical fiber cable will have on their operations," said Frank Yang, Chair, Ethernet Alliance Next Generation Enterprise Cabling Subcommittee. "We're hosting this webinar to aid attendees in creating efficient and effective migration strategies for their cabling infrastructures."

For more information about the Ethernet 301 webinar, please visit http://bit.ly/Ethernet301.

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;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.ethernetallianace.org/newsletter.

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