

MEDIA ALERT: ETHERNET ALLIANCE PRESENTS KEYNOTE, 100G+ UPDATE AT TERABIT OPTICAL & DATA NETWORKING CONFERENCE

BEAVERTON, OR, APRIL 12, 2012 The [Ethernet Alliance](#)®, a global consortium dedicated to the continued success and advancement of Ethernet technologies, is pleased to announce that Scott Kipp, Ethernet Alliance President and Senior Technologist at Brocade Communications Systems will present a keynote address at the Terabit Optical & Data Networking Conference in Cannes on Thursday, April 19, 2012. Also at the conference, Tom Palkert, a System Architect for Xilinx, an Ethernet Alliance Member company, will give an update on the Ethernet Alliance's 100G+ Ethernet efforts.

WHAT: Kipp's keynote address "Terabits in the Rack and Petabits in the Data Center" will focus on three key messages impacting the future of very-high speed Ethernet. He will discuss the phenomenal growth of bandwidth requirements, technology to support the growth in bandwidth and scenarios with petabits/s of bandwidth being deployed.. Kipp also will address the need to ensure that standards address future requirements as Ethernet expands its role in high-speed networking.

Palkert's working group update will discuss increasing Ethernet performance for data center and long-haul networking applications, highlighting 40 Gigabit Ethernet and 100 Gigabit Ethernet operation over backplanes, short-reach copper cabling, medium-reach multi-strand fibre, and long-reach single-mode fibre physical layers. He will also discuss the prospects for Terabit Ethernet.

WHEN & WHERE: Both of the Ethernet Alliance presentations will take place at the Terabit Optical & Data Networking Conference in Cannes, France. The conference runs from Tuesday, April 17 to Thursday, April 19 at the Novotel Cannes Montfleury. Palkert's talk is scheduled for Wednesday, April 18 at 12:15 pm CET; Kipp's keynote address is slated for Thursday, April 19 at 9:45 am CET.

WHO SHOULD ATTEND: The Terabit Optical & Data Networking conference is a new meeting place for the global optical networking industry. The conference's focus on innovation attracts pure-play content providers, data networking specialists, chief technology officers, senior industry professionals, analysts and other experts. The nearly 350 attendees expected at this year's conference will be encouraged to network with one another. They will be given many opportunities to make new contacts that will help them apply new 100G systems to meet carriers' capacity requirements necessary to support exponentially growing demand.

WHY ATTEND: In its second year, the conference is co-hosted by Layer 123 and the Optical Internetworking Forum (OIF). As a new partner in the event, the Ethernet Alliance will help attendees' sharpen their focus on requirements for high-capacity data networking. The Working Group update and Keynote Address will provide attendees with up-to-date information on Ethernet Alliance 100G activities, challenges and progress.

April 2012 in Cannes is the perfect place to debate the impact of announcements made at the show and how they will impact carriers' production networks. Attendees will get a close-up look at how networks are expected to evolve and make the 100G transformation to Terabit Networking.

“Meeting future demand for high-speed networking requires us to prepare for its arrival today,” said Scott Kipp, president, Ethernet Alliance. “The people and companies that are going to make the next speed of Ethernet happen are coming to Cannes to push the envelope as far as it can go right now. It will be a very exciting and fruitful event. The Ethernet Alliance is delighted to partner with Layer123 and OFC to help put on the information-packed 2012 Terabit Optical & Data Networking conference.”

For more information about the Ethernet Alliance’s participation in the Terabit Optical & Data Networking Conference, please visit <http://www.ethernetalliance.org/event/terabit-optical-data-and-networking-conference-2012/>.

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 [@EthernetAlliance](https://twitter.com/EthernetAlliance) 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.

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