

ETHERNET ALLIANCE HOSTS INTEROPERABILITY DEMO OF 10G/40G ETHERNET FOR THE DATA CENTER AT INTEROP 2012

Multi-vendor display showcases Ethernet's flexibility and scalability, highlights key role in data centers' cloud migration strategies

BEAVERTON, OR, MAY 1, 2012 – [The Ethernet Alliance](#)®, a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced it is hosting an interoperability demonstration in booth #2360 during Interop 2012 in Las Vegas, Nevada, May 8-10. The demo highlights 10G and 40G Ethernet's seamless interoperability which gives Ethernet the unique ability to support cloud computing, convergence, and virtualization in the data center.

Ethernet Alliance member companies taking part in the display at Interop 2012 include Cisco Systems (NASDAQ: [CSCO](#)); Emulex (NYSE: [ELX](#)); Dell (NASDAQ: [DELL](#)); Nexans ([NEX](#): EN Paris); Panduit Corp.; QLogic (NASDAQ: [QLGC](#)); and Volex plc. (LSE: [VLX](#)).

“Seven member companies are coming together to demonstrate how to effectively use the latest in 10G and 40G Ethernet capabilities to upgrade their data centers,” said Chauncey Schwartz II, chair, Ethernet Alliance Marketing Committee, and senior technical marketing manager, QLogic Corp. “The demonstration also will show how data centers can use new high-speed connections to enhance their Ethernet capabilities and make the most of their existing server and storage resources.”

The Ethernet Alliance is showcasing the effortless interoperation of 10G and 40G Ethernet. The network topology of its demo consists of three layers, including 10G attached servers in the access layer linked to multiple 10G switches in the distribution layer aggregated by two 40G core switches. The display illustrates how the latest in Ethernet technology is set to fuel the next generation of data centers.

“Real technology for real deployment is what data center architects are finding as they look to Ethernet for their next-generation networks,” said John D’Ambrosia, chairman Ethernet Alliance. “The Ethernet Alliance’s demonstration shows the Interop audience that migrating to an architecture based on 10G and 40G Ethernet is not only possible, but can be accomplished swiftly and easily. Additionally, we’ll also have experts on-hand

ready to share their real-world experiences from the multi-vendor perspective with visitors to our booth.”

Through its interoperability demonstrations, consensus building, educational, and advocacy efforts, the Ethernet Alliance provides a unique forum for debate, as well as serving as an incubator for innovation across the Ethernet technology spectrum. This in turn helps to advance and expand the Ethernet industry as a whole. With its outward-facing tradeshow demos coupled with frequent internal plug-fest activities, the Ethernet Alliance helps to ensure operability, a key to maximizing the benefits of cloud computing and virtualized environments.

For more information about the Ethernet Alliance’s Interop 2012 demo, please visit <http://bit.ly/EALinterop12> or visit booth #2360 during Interop 2012, May 8 – 10, 2012, at the Mandalay Bay Convention Center in Las Vegas, Nevada. For more information about the Ethernet Alliance, please visit www.ethernetalliance.org, follow @EthernetAllianc on Twitter, visit its [Facebook](#) page or join the Ethernet Alliance group on [LinkedIn](#).

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.ethernetalliance.org/newsletter.

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Additional Quotes:

“We are pleased to be participating once again in the Ethernet Alliance live demonstration at Interop Las Vegas 2012 featuring the seamless interoperability of state-of-the-art 10GbE and 40GbE technology and integrated solutions for storage and networking.” – Arpit Joshipura, head of product management and marketing, Dell Networking

“This demonstration, which includes Emulex technology that will be announced at Interop, shows ways to improve application delivery which bring increased scalability and flexibility to today’s cloud and virtualized workloads.” – Shaun Walsh, vice president of marketing, Emulex

“It’s great to have the Berk-Tek and Nexans advanced cabling products showcased with the Ethernet Alliance at Interop this year. As a member of the Ethernet Alliance we continue to develop the seamlessly interoperable next generation cabling infrastructure needed to support 10, 40 and 100G Ethernet speeds. We are focusing on products like LANmark-10G2 to support the upcoming rapid expansion of 10GBASE-T as the most cost-effective full-reach 10Gigabit networking option, and preterminated MDP fiber arrays to enable effortless migration from 10 to 100G.” – Todd Harpel, director of marketing Berk-Tek, a Nexans Company

“Panduit is proud to participate with members of the Ethernet Alliance at Interop 2012 to demonstrate our 10 – 40GbE High Speed Data Transport (HSDT) capabilities that are a part of our optimized Unified Physical Infrastructure (UPI) data center solutions. This is a great opportunity for Panduit to showcase the performance of our innovative fiber and copper interconnect solutions including SFP+, QSFP+ direct attach copper cable assemblies, Cat6A, and MTP, LC fiber assemblies.” – Bob Wagner, product development manager, Panduit

“As a principal member of the Ethernet Alliance, QLogic shares the vision of advancing Ethernet technology through industry-standard, interoperability initiatives. Consolidation, convergence and cloud computing via 10Gb Ethernet are rapidly emerging trends that are changing the face of IT. QLogic’s third-generation converged network adapters, showcased at Interop 2012, address these trends by simultaneously managing LAN and SAN traffic at 10Gb speeds. In today’s world of multi-processor, multi-core servers, QLogic converged network adapters feature switch-independent, bandwidth partitioning with full hardware offload to eliminate potential I/O bottlenecks that slow down business productivity.” – Chauncey Schwartz II, senior technical marketing manager, QLogic

“Volex is pleased to support Ethernet Alliance members and our team’s interoperable live demo at the Interop May 2012 conference exhibition, with 40G QSFP+ IEEE802.3ba and 10GBASE-CR SFP+ compliant cables as well as 10G passive optical cables. Volex enables other Ethernet applications with 100GBASE-CR10 CXP cables, different 10G ToR cables and various fan-out solutions like 1 QSFP+ to 4 SFP+ and 1 CXP to 3 QSFP+. We are also supporting new Ethernet solutions for the developing IEEE802.3bj copper 100GBASE-CR4 and optical 100GBASE-SR4 standards and applications while continuing to develop future products for industry standards with faster data rates, smaller footprint and lower power consumption” – Ed Cady, high speed products, business development director, Volex