

## **MEDIA ALERT: ETHERNET ALLIANCE TO DELIVER WEBINAR ON 10GBASE-T AVAILABILITY AND THE FUTURE OF COPPER-BASED CABLE**

**BEAVERTON, OR, JUNE 20, 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 on 10GBASE-T Ethernet connectivity in the data center. The webinar, “Ethernet 202: 10GBASE-T Revamped”, is scheduled for Tuesday, June 26, 2012 at 9 a.m. and 4 p.m. PDT.

The webinar will provide an in-depth overview of 10GBASE-T Ethernet technology, including 10GBASE-T deployment benefits, cabling options, and the diverse range of equipment leveraging 10GBASE-T interfaces. The presentation will also address EMI mitigation best practices, as well as effective techniques for lowering power dissipation using 10GBASE-T transceivers.

The webinar will be presented by:

- Ron Cates, vice president of marketing, Networking Products, PLX Technology. Prior to joining PLX, Cates was senior vice president and general manager of Wide Area Networking Products at Mindspeed Technologies. Mr. Cates has more than 30 years of experience in the semiconductor industry. He holds BSEE and MSEE degrees from the University of California at Los Angeles, and an MBA from San Diego State University.
- Valerie Maguire, global sales engineer, Siemon. Ms. Maguire is vice chair of both the TIA TR-42 Telecommunications Cabling Committee and the TIA TR-42.7 Copper Cabling Subcommittee. She also serves as treasurer and TIA Liaison to the IEEE 802.3 Working Group.

**WHEN:** The webinar will be presented twice on June 26, 2012 at 9 a.m. and 4 p.m. PDT. All Ethernet Alliance webinars are free of charge to both members and the general public. The webinar will last approximately 45 minutes, followed by a 10-15 minute Q&A session, and the webinar will be archived on the Ethernet Alliance website for future reference.

To register for the 9 a.m. webinar, [click here](#). To register for the 4 p.m. webinar, [click here](#). For more information, contact the Ethernet Alliance Administration at (503) 619-0564 or send an e-mail to [admin@ethernetalliance.org](mailto:admin@ethernetalliance.org). Registration is required and closes at 12 a.m. PDT, Monday, June 25, 2012.

**WHO SHOULD ATTEND:** This webinar is suited for IT managers, network architects, and networking OEMs who would like to learn about 10GBASE-T technology.

**WHY ATTEND:** Attendees can expect to learn about the advancement and future deployment of 10G Ethernet, what it means and why it is important. Key takeaways of the webinar will include:

- 10GBASE-T migration update
- Fundamental advantages of 10GBASE-T
- Backwards compatibility with slower BASE-T applications
- 100m reach
- Use of inexpensive cables and connectors
- Uniform transmission media for all data center needs

“10GBASE-T migration is underway. By offering webinars such as this the Ethernet Alliance is helping our member companies, and the industry at large, keep up with the technology and the many options it offers,” says John D’Ambrosia, Chair of the Ethernet Alliance. “This webinar empowers vendors and manufacturers that want to lead the pack as 10GBASE-T becomes increasingly important to the Ethernet ecosystem.”

### **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 [@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](http://www.ethernetalliance.org/newsletter).

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### **Media Contact:**

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