

## MEDIA ALERT: ETHERNET ALLIANCE TO DELIVER WEBINAR ON DATA CENTER BRIDGING PLUGFESTS

**BEAVERTON, OR, JUNE 11, 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 its Data Center Bridging interoperability plugfests. The webinar, **Ethernet 151: Ethernet Alliance Plugfests – Improving Data Center Bridging One Test At A Time**, is slated for Tuesday, June 19, 2012.

The webinar will be presented by:

- **Henry He** – Marketing Chair, Ethernet in the Data Center subcommittee, for the Ethernet Alliance and Technical Product Manager, Ixia. He has 10 years of experience in the test and measurement industry and is an expert in networking technologies including bridging, routing, MPLS/GMPLS, Carrier Ethernet and DCB/FcoE.
- **Mikkel Hagen** – Manager of DCB, FC and Wireless Consortium at UNH-IOL. Hagen has seven years of experience in data communications testing and is an expert in storage and network technologies including Data Center Bridging, FCoE and iSCSI.

**WHAT:** The webinar will include an introduction to the Ethernet Alliance and the organization's data center plugfests. It will cover the plugfest process, benefits to the data center community at large, and the benefits of participation. It will also address common questions like why organizations should consider participating in plugfests and how plugfests can help equipment suppliers and data center network operators. Presenters will present achievements resulting from previous plugfests, as well as showcasing what's on tap for the next plugfest, scheduled for the second half of 2012.

**WHEN:** The webinar will take place on June 19, 2012 at 9 AM PST and again the same day at 4 PM PST. All Ethernet Alliance webinars are free of charge to members of the organization and to the general public. The webinar will last approximately 45 minutes, followed by a 10- to 15-minute Q&A session. The webinar will be archived for future reference on the Ethernet Alliance website.

To register for the 9 AM webinar, [click here](#). To register for the 4 PM 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 12:00 AM PDT, Monday, June 18, 2012.

**WHO SHOULD ATTEND:** This webinar is of particular value to suppliers of Data Center Bridging Ethernet equipment and components, and network operators looking to leverage the benefits of data center network consolidation.

**WHY ATTEND:** Attendees will learn about the structure and process of the Ethernet Alliance plugfests, and the benefits of becoming involved with the plugfests. The webinar will provide potential plugfest participants with the guidelines they need to make the most of the opportunity such as the ability to:

- conduct proof of concept of new technologies

- enhance existing technologies
- help ensure multi-vendor interoperability
- check standard compliance
- provide feedback to standards developers
- validate I/O consolidation over Ethernet

“It is part of the mission of the Ethernet Alliance plugfests to enable and accelerate new technology development and adoption,” said John D’Ambrosia, Chairman of the Ethernet Alliance. “By providing this vital support and technology leadership to vendors, manufacturers, and the users they serve, the Ethernet Alliance is facilitating the continuing growth and evolution of the global 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 [@EthernetAllianc](https://twitter.com/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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