

MEDIA ALERT: ETHERNET ALLIANCE CHAIRMAN TO EXPLORE ETHERNET AND THE EVOLVING CLOUDSCAPE AT 11TH ETHERNET WORLD CONFERENCE

BEAVERTON, OR, SEPTEMBER 6, 2012 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced chairman John D'Ambrosia will be a featured speaker at the 11th annual Ethernet World Conference. Scheduled for September 7, 2012 in Beijing, China and September 11, 2012 in Shanghai, China, his presentation will be the “Expanding Role of Ethernet in Your Cloud-Computing Strategy”.

“The cloud computing environment of today looks very different than what we’ll see in the ‘cloudscape’ of tomorrow. Sustaining the aggressive growth we’ve seen in virtualization requires technology robust enough to handle rapidly growing volumes of data and users, yet flexible enough to accommodate the next generation of cloud applications,” said John D'Ambrosia, chairman, Ethernet Alliance and chief Ethernet evangelist, CTO office, Dell. “Ethernet is a market-proven solution with the resiliency and capacity required for cloud computing success; its continued growth, expansion and evolution make it an essential element in cloud computing planning and strategies.”

WHAT: “Expanding Role of Ethernet in Your Cloud-Computing Strategy” will be presented by John D'Ambrosia of the Ethernet Alliance and Dell during the Ethernet World Conference. An Ethernet industry leader since 1999, he currently chairs the IEEE P802.3bj 100 Gb/s Backplane and Copper Cable Task Force and the IEEE 802.3 Higher Speed Ethernet Consensus Ad hoc. Additionally, Mr. D'Ambrosia is a founder and currently serves as chairman of the Ethernet Alliance.

WHERE: The 11th annual Ethernet World Conference will be held September 7, 2012 at the Beijing Sheraton Dongcheng Hotel, Beijing, China, and September 11, 2012 at Jin Jiang Tower, Shanghai, China.

WHO SHOULD ATTEND: All Ethernet World Conference attendees; current Ethernet Alliance members; cloud, virtualization, and data center architects; and other interested individuals and organizations such as Ethernet solutions providers, consumers, industry experts, and university and government professionals are encouraged to attend.

WHY ATTEND: Expanding Role of Ethernet in Your Cloud-Computing Strategy attendees will gain deeper insight into Ethernet’s growing relevance in cloud computing strategies, and explore a variety of related topics such as:

- Ongoing Ethernet / cloud convergence
- The state of 40GbE, and beyond
- Ethernet’s impact on cloud networking, computing, and storage
- Results of the IEEE 802.3 Industry Connections Ethernet Bandwidth Assessment report

For more information about the Expanding Role of Ethernet in Your Cloud-Computing Strategy at the 11th annual Ethernet World Conference, please visit <http://www.cnw.com.cn/nww12>.

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](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.

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