MEDIA ALERT: ETHERNET ALLIANCE SPEAKERS SET TO TAKE KEY EUROPEAN TELECOMMUNICATIONS CONFERENCES BY STORM

BEAVERTON, OR, SEPTEMBER 12, 2012 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced its members have been invited to address attendees at two preeminent European telecommunications conferences. Select Ethernet Alliance representatives will be taking part in panel sessions at the [European Conference on Optical Communications (ECOC) 2012](#), in Amsterdam, Netherlands, and [Carrier Ethernet World Congress (CEWC) 2012](#), Barcelona, Spain.

Ethernet Alliance members will be featured panelists in two ECOC 2012 sessions, "4X25G Optical Modules and Future Optics" and "Bandwidth Growth and the Next Speed of Ethernet". Alliance members will also be featured as part of the "Exploring the Needs of Current and Future Networks – The Symbiotic Optical Ethernet Relationship: Optical Enables Ethernet And Ethernet Drives Optical" panel during CEWC 2012. Each session unites an array of Ethernet Alliance experts to explore the critical role of optical technologies in meeting exploding demand for cost-efficient, high-speed bandwidth.

"As network performance continues to grow in importance for data centers, we've seen a correlating architectural shift toward higher levels of server-to-server communications using flatter networks. This migration is creating demand for high-speed links capable of spanning greater distances than yesterday's networks, and at significantly lower cost," said Ethernet Alliance member, Dan Dove, senior director of technology, AppliedMicro. "By leveraging the latest innovations and advancements, the coming generation of 40GbE and 100GbE optical Ethernet solutions will be well-equipped to thoroughly and cost-effectively address these demands."

"According to recent forecasts, the Ethernet industry is on the cusp of buying more than $1 billion USD of fiber optic modules in 2012, giving it the largest market share in the optics industry relative to any other technology," said Scott Kipp, president, Ethernet Alliance, and senior technologist, Brocade. "As more and more Ethernet links at speeds higher than 10GbE are deployed, the true benefits of fiber optics will become evident, paving the way for greater adoption worldwide."

WHAT & WHEN: Ethernet Alliance members will take part in the following ECOC 2012 and CEWC 2012 panels:

- *4X25G Optical Modules and Future Optics, ECOC 2012*, *10:00 a.m. CET, Monday, September 17* - Dan Dove, senior director of technology, AppliedMicro; Brad Booth, distinguished engineer, Networking CTO Office, Dell; Jeff Maki, distinguished engineer, optical, Juniper Networks; and Matt Traverso, TMG engineering, Cisco Systems, will discuss the next generation of low-cost 100GbE optics based on 4X25G electrical lanes, including challenges, benefits, and opportunities.

- *Bandwidth Growth and the Next Speed of Ethernet, ECOC 2012, 11:00 a.m. CET, Monday, September 17* - Scott Kipp, president, Ethernet Alliance, and senior technologist, Brocade; David Ofelt, distinguished engineer, Juniper Networks; Vijay Vusirikala, optical network architect, Google; and Martin Pels, senior network engineer, AMS-IX will focus on today's relentless, aggressive bandwidth growth and what tomorrow's Ethernet speed will likely be.

- *Exploring the Needs of Current and Future Networks – The Symbiotic Optical Ethernet Relationship: Optical Enables Ethernet And Ethernet Drives Optical, CEWC 2012, 4:05 p.m. CET, Thursday, September 20 -* Bill Murphy, director of solutions marketing, Extreme Networks will examine the synergies between optical and Ethernet technologies, including key issues and their impact on both.

WHERE: ECOC 2012 will be held September 17 – 19, 2012, at the Amsterdam RAI Exhibition and Convention Centre, Amsterdam, Netherlands. CECW 2012 will be held September 17 – 20, 2012 at the Hotel Fira Palace, Barcelona, Spain.

WHO SHOULD ATTEND: ECOC 2012 and CEWC 2012 attendees; Ethernet Alliance members; optical communications designers and engineers; data center architects; and other interested individuals and organizations, including carriers, network operators, Ethernet solutions providers, consumers, industry experts, and university and government professionals are encouraged to attend.

WHY ATTEND: ECOC 2012 and CEWC 2012 offers attendees with the chance to engage in an open dialog with leading Ethernet Alliance experts on the evolving future of Ethernet and optical technologies.

For more information about Ethernet Alliance panel sessions at ECOC 2012 and CEWC, please visit http://bit.ly/EA-Events.

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.

###

Media Contact:
Melissa Power
Interprose Public Relations
P: 401-454-1314
E: Melissa.power@interprosepr.com