

## ETHERNET ALLIANCE EXECUTIVES OUTLINE ROADMAP FOR CONTINUED ETHERNET EVOLUTION DURING LISA 2012 CONFERENCE

**BEAVERTON, OR, December 5, 2012** – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced Chairman, John D’Ambrosia of Dell, and Marketing Committee Chair, Chauncey Schwartz of QLogic, will be featured speakers at the upcoming [Large Installation System Administration Conference](#) (LISA ’12). A technical educational conference and networking event for system administrators of all levels of expertise, LISA ’12 is scheduled for December 9 – 14, 2012 at San Diego, CA’s Sheraton San Diego Hotel & Marina.

“Ethernet is at the next critical junction in its lifecycle, particularly with the emergence of new applications like cloud computing and server virtualization, that could profoundly impact this essential technology,” said John D’Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, CTO office, Dell. “Therefore, it’s important to understand the current conditions within the Ethernet ecosystem, as well as taking a forward-facing view of where we’ll be six months, a year, or even five years down the road.”

**WHO:** John D’Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, CTO office, Dell, and Chauncey Schwartz, chair, Marketing Committee, Ethernet Alliance and senior technical marketing manager, QLogic, will jointly present “*The Evolution of Ethernet*.”

**WHAT & WHEN:** “*The Evolution of Ethernet*” will take place at 11:00am, Wednesday, December 12, 2012.

**WHERE:** Mr. D’Ambrosia and Mr. Schwartz will offer their combined presentation during the LISA ’12 conference at the [Sheraton San Diego Hotel & Marina](#), San Diego, CA.

**WHY ATTEND:** LISA ’12 attendees, Ethernet Alliance members, and members of the media are encouraged to join in the “*The Evolution of Ethernet*” session. The presentation will provide an overview on the current state of Ethernet standards, technology, and deployment, as well as a look at Ethernet’s continuing evolution, expansion, and advancement.

For more information about LISA ’12, please visit <https://www.usenix.org/conference/lisa12>. For more information about the Ethernet Alliance, please visit <http://www.ethernetalliance.org>, follow [@EthernetAllianc](#) on Twitter, visit its [Facebook](#) page, or join the Ethernet Alliance [LinkedIn](#) group.

### **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](#) 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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