

## **ETHERNET ALLIANCE SELECTED FOR KEYNOTE AND ACHIEVEMENT AWARD AT 2013 ETHERNET TECHNOLOGY SUMMIT**

*Premier industry conference hails Ethernet Alliance efforts promoting global Ethernet growth and expansion, punctuates discussion about the advance to 400G with keynote address*

**BEAVERTON, OR, MARCH 27, 2013** – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, announced its Chairman, John D'Ambrosia of Dell, will deliver a keynote address entitled “*Ethernet’s Next Step: 400G*” at the 2013 [Ethernet Technology Summit](#), April 2 – 4, 2013 in Santa Clara, CA. At a ceremony to be held April 3, 2013, the organization will also be honored with an achievement award for its ongoing efforts to promote the global growth and expansion of Ethernet technologies. Focusing on Ethernet in networking, the event is an ideal backdrop for showcasing the Ethernet Alliance’s role in the Ethernet ecosystem and the accelerating progression toward 400GbE.

“Ethernet is a pervasive, proven technology impacting the day-to-day lives of millions of users around the world, and we’re not done yet. The unfolding application horizon includes advancements like the Internet of Things and connected cars, which have the potential to profoundly change the way we work, play, and communicate,” said John D’Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. “On the eve of Ethernet’s 40<sup>th</sup> anniversary, we’re right on the threshold of 400G. The time is right to evaluate where we are in the Ethernet innovation cycle, and to explore how we can make 400GbE a reality.”

The annual Ethernet Technology Summit provides attendees with practical information on the current state of the world’s most widely used networking technology, Ethernet. This year’s event features in-depth SDN/Open Flow seminars, and forums covering 10, 40, 100, and 400GbE, convergence, virtualization, cloud computing and data centers. Mr. D’Ambrosia’s keynote address, “*Ethernet’s Next Step: 400G*”, which provides details on the beginning of 400GbE, is scheduled for 2:00pm PST, Wednesday, April 3, 2013.

As part of its 2013 conference and in celebration of the 40<sup>th</sup> anniversary of Ethernet, the Ethernet Technology Summit is conferring achievement awards upon those individuals and organizations, such as the Ethernet Alliance, that have made significant contributions to the technology’s development. The awards will be presented to honorees at 6:00pm PST, Wednesday, April 3, 2013, at the Santa Clara Marriott Hotel in Santa Clara, CA.

"The Ethernet Technology Summit is giving special recognition to organizations that have helped create and promote Ethernet. This recognition honors the efforts of all the individuals who have dedicated their time and expertise to making Ethernet the most successful networking technology in use today," said Dr. Lance A. Leventhal, program chairperson, Ethernet Technology Summit. "The Ethernet Technology Summit is pleased to announce the presentation of an achievement award to the Ethernet Alliance, reflecting its leadership in the marketing and promotion of Ethernet through whitepapers, talks, demonstrations, and compliance tests. The Ethernet Alliance has become the major source of objective, unbiased information about Ethernet and its many applications throughout the networking space."

"The Ethernet Alliance remains steadfast in its mission of supporting both Ethernet and the Ethernet ecosystem by encouraging greater communication and collaboration between industry stakeholders. Events like the Ethernet Technology Summit are a critical underpinning in Ethernet's enduring success and align closely with our objective of fostering its growth and expansion," said Scott Kipp, president, Ethernet Alliance, and principal engineer, Brocade. "We're pleased to be taking part in this year's Ethernet Technology Summit and honored to have our efforts recognized."

For more information about the Ethernet Alliance, please visit <http://www.ethernetalliance.org>, follow [@EthernetAllianc](#) on Twitter, visit its [Facebook](#) page, or join the EA [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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### **Media Contact:**

Melissa Power  
Interprose Public Relations  
P: 401-454-1314

E: [melissa.power@interprosepr.com](mailto:melissa.power@interprosepr.com)