ETHERNET ALLIANCE INTEROP 2013 INTEROPERABILITY DEMO SHOWCASES ETHERNET TECHNOLOGY INNOVATION AND ADVANCEMENT

Live demo designed to educate key IT decision-makers on maximizing operational efficiency and effectiveness with latest Ethernet technologies

BEAVERTON, OR, APRIL 29, 2013 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today provided details of its Interop 2013 interoperability demo. Hosted in booth number 2358 on the [Interop 2013](#) expo floor in Las Vegas, NV, the display integrates equipment and solutions from a diverse array of vendors from across the Ethernet ecosystem. The organization's goal is to help key IT decision-makers better understand how leveraging Ethernet technologies within existing network infrastructures can maximize operational efficiency and effectiveness.

"Today's IT leaders are constantly challenged by the need to find new avenues for meeting their organizational goals faster, better, and more cost-effectively. Ethernet is a prime example of an evolving technology capable of delivering optimum operational performance. The Ethernet Alliance's interoperability demo illustrates how incorporating the latest Ethernet advancements into network constructs can enable enterprises to take full advantage of its flexibility, scalability, and interoperability," said Chauncey Schwartz, Interop 2013 project lead, Ethernet Alliance, and senior technical marketing manager, QLogic Corporation. "Interop 2013 attendees will have an unparalleled opportunity to speak with industry experts, and through the Ethernet Alliance's demo, experience what's new, what's next, and how Ethernet can help them overcome business challenges."

The centerpiece of its presence at Interop 2013, the Ethernet Alliance's live demo illustrates how organizations can aggregate and de-aggregate 10GbE from both copper and fiber media to 40GbE. This unique multi-vendor interoperability demonstration will feature a real-world Ethernet converged infrastructure including FCoE and DCB-enabled ISCSI, interconnected via 10GbE, based on 10GBASE-T and SFP+ modules using 10GBASE-SR and copper twin-ax technologies aggregating to QSFP 40Gb core switches. Multiple 40Gb core switches will also be used to simulate WAN interconnected cloud data centers. Additionally, media providers will demonstrate and display current copper and fibre optic cables and connectors.

The Ethernet Alliance's interoperability demo incorporates technologies from multiple Ethernet Alliance member companies that span the breadth of the Ethernet ecosystem, including

Aquantia Corp.; Avago Technologies Ltd. (NASDAQ: AVGO); Cisco Systems, Inc. (NASDAQ: CSCO); Dell (NASDAQ: DELL); Finisar Corporation (NASDAQ: FNSR); Hewlett Packard Co. (NYSE: HPQ); Intel Corporation (NASDAQ: INTC); QLogic (NASDAQ: QLGC); and Volex plc. (LSE: VLX).

"Spurred on by Ethernet's continuing evolution, advancement, and deployment, the next generation of networks, fueled by 10GbE and 40GbE technologies, is rapidly emerging," said John D'Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. "Ethernet's pivotal role in networking continues to shape the world around us. As we celebrate the historic milestone that is Ethernet's 40th anniversary, it's becoming increasingly clear that the sky's the limit for this critical technology. The Ethernet Alliance is committed to and pleased to be a part of Ethernet's continued growth and expansion, and we look forward to playing an essential part in the next chapter of its history."

The Ethernet Alliance will be in booth number 2358 on the Interop 2013 expo floor, May 7 – 9, 2013, at the Mandalay Bay Convention Center, Las Vegas, NV. 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; 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.

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Additional Quotes:

"Aquantia is pleased to participate in the Ethernet Alliance demonstration of 10GBASE-T and other exciting technologies at Interop 2013. With well over one million 10GBASE-T ports shipped to date, Aquantia is proud to lead the continued acceleration of 10GBASE-T adoption in the server and data center markets." – *Kamal Dalmia, vice president sales and marketing, Aquantia*

"As a member of the Ethernet Alliance, Avago is pleased to showcase at the Interop 2013 to demonstrate 10G Ethernet (10GE) SFP+ and 40G Ethernet (40GE) / 4x10GE QSFP+ optical transceivers and active optical cables (AOC). Avago's QSFP+ single mode (eSM4) and multimode (eSR4) transceivers are compliant to the 10GE standard and support 3x increase in line card density at lower electrical power dissipation per 10G channel when compared with the 10GE SFP+ transceivers. The rapid growth of data centers has driven many IT managers to look for optics at lower power and cost with higher density. Avago's full product line of SFP+/QSFP+ transceivers and AOCs allows a seamless transition from 10GE to 40GE networking." – *I-Hsing Tan, segment marketing manager, Avago Technologies*

"Today's evolving data centers are moving towards faster speeds and the integration of 10G/40G Ethernet is key to that evolution. Cisco is excited to collaborate and showcase these technologies in multi-vendor environments at the Ethernet Alliance Interop booth. In particular, 10GBASE-T has evolved over the years to become a cost effective option for server access connectivity, so we're showcasing 10GBASE-T over Fibre Channel over Ethernet (FCoE) in a multi-vendor environment, the latest step towards broad 10GBASE-T adoption." – *Aurelie Fonteny, marketing chair, Ethernet Alliance 10GBASE-T subcommittee, and manager of product management, Cisco Data Center Group*

"As a leading supplier of both optical modules and active optical cables, Finisar is pleased to join Ethernet Alliance members in demonstrating optical technologies that are enabling rapid advancements in data centers today. SFP+ and QSFP+ have become the form factors of choice in data centers, allowing users to easily scale to 10G and 40G. Standards like 10GBASE-SR, 40GBASE-SR4, and 40GBASE-LR4 provide scalability and interoperability, and are being incorporated into our pluggable modules, such as SFP+ and QSFP, and active cables, including SFPwire® and Quadwire®. Finisar's focus on products for the data center allows us to utilize our strengths in high volume manufacturing, vertical integration which speeds delivery to market, and responsiveness to customer needs." – *Steffen Koehler, senior product line manager, Finisar*

"On display at this year's interoperability demonstration are QLogic's award-winning, multi-protocol FlexSuite adapters – which function as either 16Gb Fibre Channel or 10GbE converged network adapters – plus QLogic converged Fibre Channel over Ethernet (FCoE) technology through partnerships with leading server and switch vendors. On this 40th anniversary celebration of Ethernet, we look forward to continuing our commitment to the Ethernet ecosystem." – *Chris Humphrey, vice president corporate marketing, QLogic*

"Volex is pleased to participate in the Ethernet Alliance interoperability demo at Interop Las Vegas 2013. With Cloud Computing and Big Data fueling the need for next generation data centers, the demand for 10G and 40G connectivity continues to grow, and the importance of interoperability continues to escalate. The Ethernet Alliance interoperability demo is an excellent opportunity for Volex to showcase our standard product offering for Ethernet and datacenter connectivity. From 10G passive copper to 40G active optics, Volex has your interconnect

solutions. Come by booth number 2358 and check out our new 40G QSFP+ Active Optical Cable." – *Matt Davis, high speed product manager, Volex*