

## **ETHERNET ALLIANCE CHAIRMAN AND PRESIDENT AMONG EXPERT LINEUP AT 2013 ETHERNET INNOVATION SUMMIT**

*John D'Ambrosia and Scott Kipp selected to join industry luminaries at annual technology innovation event and Ethernet 40<sup>th</sup> anniversary celebration*

**BEAVERTON, OR, MAY 20, 2013** – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced that its Chairman, John D'Ambrosia of Dell (NASDAQ: [DELL](#)), and President, Scott Kipp of Brocade (NASDAQ: [BRCD](#)) will be among the bevy of industry and technology experts at the [2013 Ethernet Innovation Summit](#), May 22 – 23, 2013 at the [Computer History Museum](#), Mountain View, Calif. The event explores the latest Ethernet technology advances and will also play host to a celebration of Ethernet's 40<sup>th</sup> anniversary.

“From its 2.94 Mbps origins to today’s pursuit of 400 Gbps, Ethernet’s continued growth, evolution, and maturation have redefined the meaning of technology innovation. Without Ethernet, the vast, high-quality data, telecommunications, and social networks that are cornerstones in our day-to-day lives might never have been,” said John D'Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. “We’re on the threshold of a new generation of disruptive innovation and Ethernet remains in the vanguard of those technologies that will make it happen. The Ethernet Alliance is pleased to be taking part in the Ethernet Innovation Summit and look forward to an inspiring and productive experience.”

Featuring industry experts, practitioners, and analysts, the two-day Ethernet Innovation Summit includes an array of plenary and panel sessions, as well as a keynote address by Ethernet inventor, Bob Metcalfe. As part of the *“Lessons From the Process that Conceived Ethernet”* session, Ethernet Alliance Chairman, John D'Ambrosia and fellow panelists Geoff Thompson, emeritus member, IEEE 802 Executive Committee; Nan Chen, president, Metro Ethernet Forum; and My Le, professor, Stanford University will take part in a lively discussion of the Ethernet standards development processes and business model evolution. *“Ethernet/Carrier Ethernet – Standards and the Evolution of the Business Model”* begins at 11:00am PDT on Wednesday, May 22, 2013.

Ethernet Alliance President Scott Kipp is also a featured expert at the 2013 Ethernet Innovation Summit as a judge for the [Innovation Awards 2013](#). Mr. Kipp joins an independent panel of Ethernet authorities tapped to recognize and reward the industry's most innovative individuals and organizations in networking and telecommunications. In conjunction with Sean Hackett, managing director, professional services, 451 Research, he will act as a finalist judge in the Cloud/Datacenter Solution category. Innovation Awards will be conferred upon recipients during the Ethernet 40th Birthday Party and Charity Gala Dinner, 6:30pm PDT, May 22, 2013.

“Cloud computing continues to grow in relevance for data center architects, and behind its growing adoption is Ethernet. With its inherent flexibility and interoperability, Ethernet provides an ideal foundation for engineering today's advanced public, private, and hybrid cloud models,” said Scott Kipp, president, Ethernet Alliance, and principal technologist, Brocade. “Being selected to help identify and acknowledge those individuals and organizations that are the pacesetters for today's cloud and data center technology breakthroughs is an honor, and I'm very pleased to be taking part in this year's Innovation Awards competition.”

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