ETHERNET ALLIANCE 2013 TECHNOLOGY EXPLORATION FORUM TO DEFINE VISION FOR THE FUTURE OF ETHERNET

Newly extended to two days, premier industry gathering unites Ethernet industry stakeholders to pause, consider what's next for ubiquitous networking technology 40 years after its invention

BEAVERTON, OR, AUGUST 19, 2013 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies, today unveiled details of the agenda for its upcoming 2013 Technology Exploration Forum (TEF 2013) scheduled for October 15 – 16, 2013 at the Network Meeting Center in Silicon Valley's TechMart. At TEF 2013, *"The Future of Ethernet"*, Ethernet industry leaders, stakeholders, and industry visionaries like Ethernet inventor Robert (Bob) Metcalfe, will discuss Ethernet's path forward.

"Since its invention 40 years ago, Ethernet has become the very heart of networking, and continues to change the world around us. Market drive, innovation, and open standards have enabled the ongoing evolution and ubiquity of Ethernet today, and its penetration into the new markets and applications of tomorrow," said John D'Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. "In order to continue Ethernet's pioneering march, the industry must join together to drive its vision for the future. The Ethernet Alliance provides a forum for the open exchange of ideas and dialogue, and a platform for consensus building. The TEF is one of the best ways we fulfill that mission. We look forward to joining with industry visionaries and luminaries in the discussion that propels Ethernet into the future."

As part of its fifth TEF, the Ethernet Alliance also announced Dell and IEEE-SA as TEF 2013 Platinum Sponsors, and Hewlett Packard Co. (NYSE: HPQ) as a Gold Sponsor. Pioneered by the Ethernet Alliance in order to help develop and facilitate Ethernet industry consensus, these events unite various stakeholders in discussions of the latest developments, new opportunities, and emerging challenges. Participants serve as a de facto technology advisory board for the Ethernet community, and engage in a free-flowing dialog and exchange of ideas that help set the direction and drive industry activity. With the overwhelming response from the Ethernet industry, TEF 2013 has been extended to a second day to ensure ample opportunity to reflect upon the multiple issues currently challenging the ecosystem.

One of the highlights of TEF 2013, *The Future of Ethernet,* is a keynote address and a follow-up brainstorming session led by Ethernet inventor Bob Metcalfe. Also on tap are featured speakers from leading industry organizations and businesses, including Tom Burns, vice president and

general manager, Dell Networking (NASDAQ: DELL); Wael William Diab, vice-chair, IEEE 802.3 Ethernet Working Group, IEEE Standards Association (IEEE-SA) and senior technical director, office of the CTO, Broadcom; and Nan Chen, president, Metro Ethernet Forum (MEF).

Additional TEF 2013 panel sessions will delve into pressing issues and emerging challenges within the Ethernet ecosystem:

- **Standardizing Software-Defined Networking** – Software-Defined Networking (SDN) and its standardization will be examined, as well as potential impacts on Ethernet networking standards.
- **Analysts' Forecast of Future of Ethernet –** Predictions and forecasts of the future of Ethernet, including a discussion of trends beyond typical five-year forecasts to help development of long-term strategies related to Ethernet.
- **Synergy Between IEEE 802 Wired and Wireless Technologies: Meeting in the Ether –** An exploration of emerging use cases and technology developments of wireless technologies and assess the potential impact on IEEE 802 Ethernet.
- **Vehicular Ethernet –** A discussion of Ethernet technologies and solutions needed to support its move into new, high-volume vehicle markets such as automotive, locomotive, and aircraft.
- **Promises of Photonic Integration –** Panelists will address the current state of photonic-integrated circuits, as well as how photonic integration could underpin Ethernet's advancement in data centers.
- **The Next Optical Eco-system: 100 Gb/s Signaling –** With increasing discussion of higher order modulation focused on single mode fiber connectivity within data centers, this panel will review various tradeoffs that exist with higher order modulation, and debate potential technology approaches.

"The story of Ethernet is the story of the success of open industry standards. The establishment of this common framework enables anyone in the industry, including Dell, to be able to innovate in ways that will benefit all customers," said Mr. Burns. "Dell is pleased to participate in the Ethernet Alliance's TEF 2013, and looking forward to exploring how after 40 years, the Ethernet standard may continue its ongoing evolution to meet the needs of customers in a wide range of endeavors."

"Thirty years ago IEEE-SA introduced the first Ethernet standard, IEEE 802.3™, which has helped fuel the global adoption and success of this remarkable technology. However, we could not have brought IEEE 802.3 to market without facilitating the unprecedented cooperation and collaboration of thousands of people around the world. With IEEE-SA's role as an industry consensus-builder, it's natural for us to participate in TEF 2013, which brings together the whole of the Ethernet ecosystem," said Konstantinos Karachalios, managing director, IEEE-Standards Association. "We are very pleased to be a part of an event that is key to Ethernet's continued growth, advancement, and longevity."

More information about *The Future of Ethernet* TEF 2013, including event and registration information is available on the Ethernet Alliance website. 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.

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