



MEDIA ALERT: ETHERNET ALLIANCE EXPLORES ETHERNET'S FUTURE WITH KICKOFF OF TEF 2013

Two-day gathering sets stage for frank discussions about what lies ahead for Ethernet, the foundation of modern global networking and high-speed communications

BEAVERTON, OR, OCTOBER 3, 2013 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced additional details of its upcoming [2013 Technology Exploration Forum](#) (TEF 2013). Scheduled for October 15 – 16, 2013 at the [Network Meeting Center](#) in Silicon Valley's TechMart, TEF 2013 unites the Ethernet ecosystem in a discussion of what's next for this essential networking and communications technology.

WHAT: At TEF 2013, "*The Future of Ethernet*", Ethernet industry leaders, stakeholders, and industry visionaries, including Ethernet inventor [Robert \(Bob\) Metcalfe](#), will discuss Ethernet's path forward.

WHEN: TEF 2013 will be held October 15 – 16, 2013.

WHERE: Network Meeting Center, TechMart, Santa Clara, CA.

WHO: Both Ethernet Alliance members and non-members interested in the future of Ethernet are encouraged to attend this event.

WHY ATTEND: TEF 2013 offers a unique opportunity to engage with key Ethernet ecosystem leaders, innovators, and stakeholders. Attendees will join in open dialog that will help shape Ethernet's future and set out a course for its continued evolution.

"As Bob Metcalfe has noted, Ethernet is a brand of innovation. Since its invention 40 years ago, Ethernet's success story has been one fueled by innovation and evolution, working together to meet market demands," said John D'Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. "Technology Exploration Forum 2013 is aptly named '*The Future of Ethernet*'. The Ethernet Alliance will bring the industry together to explore a host of topics: from its inherent synergy with wireless technologies to next generation optical discussions to software defined networking to the emerging area of Vehicular Ethernet. With the Father of Ethernet, Bob Metcalfe leading the way, we will discuss mapping Ethernet's future."

Registration will remain open at http://bit.ly/EA-TEF13_Reg until October 14, 2013. Media passes are available to accredited journalists and editors interested in attending TEF 2013. Requests for media passes should be emailed to press@ethernetalliance.org.

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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Additional Quotes:

“Dell’Oro Group is delighted to participate at TEF 2013. As industry analysts, we have been tracking the Ethernet Switch market every quarter since 1995, and have seen all the important technology shifts and trends evolve to shape the rich and innovative markets we have today. The Ethernet Alliance has created a great forum for discussion. There is exciting growth happening for Ethernet in the data center and we look forward sharing our thoughts and predictions through the next five years and beyond.” - *Alan Weckel, vice president, Dell’Oro Group*

“Leviton is pleased to be a sponsor of the 2013 Technology Exploration Forum. As a global manufacturer of copper and fiber infrastructure solutions, we are very involved in development of next generation copper and fiber Ethernet standards. We are excited about the opportunity to discuss technologies and migration strategies with the end-users attending the TEF event.” – *Gary J. Bernstein, senior director of product management, Leviton Network Solutions*

“LightCounting Market Research is proud to be a sponsor of the 2013 Ethernet Alliance Technology Exploration Forum and to contribute to the discussion of Ethernet’s future. As the leading market research company for high-speed interconnects, we work to provide solid market data and forecast projections of Ethernet optical transceivers. At the Forum, we will discuss today’s trends in photonic integration and how this technology has the potential to underpin the advancement of Ethernet in data centers.” – *Dale Murray, Principal Analyst, LightCounting Market Research*

“The Linley Group is delighted to participate in TEF with the Ethernet Alliance, which has played a pivotal role in the promotion and adoption of new Ethernet initiatives. The leading independent research organization on networking components, The Linley Group will share its insights and projections for Ethernet and the rapidly evolving SDN applications.” – *Jag Bolaria, senior analyst, the Linley Group*