ETHERNET ALLIANCE AND OIDA UNITE TO MAKE SINGLE-LAMBDA 100GbE A REALITY

Collaborative workshop brings together experts and key Ethernet and optics stakeholders to discuss next steps in the ongoing evolution of 100GbE

BEAVERTON, OR, MAY 20, 2014 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies today announced it is hosting a workshop on 100 Gigabit Ethernet (100GbE) per lambda interconnects targeting data center networks in conjunction with the Optoelectronics Industry Development Association (OIDA). The *"100GbE per Lambda for Data Center"* workshop will be held June 12 – 13, 2014, at the San Jose Convention Center, San Jose, Calif. The joint event aims to help identify and explore the challenges and benefits of commercializing single-lambda 100GbE optical communications for data center applications.

"The industry attention has been focused on refining and optimizing '4x25' Ethernet – four lanes of 25GbE – for use as a bridge between 10GbE and 100GbE. It's a viable interim solution for meeting rapidly growing demand for greater access to higher-speed bandwidth, yet, there's also a long-term disadvantage to this approach: its scalability beyond 100GbE is very limited," said John D'Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. "Single-lane solutions are typically the most cost-effective, therefore, the time is right to begin building consensus around efforts to move single-lambda 100GbE from concept to commercial reality, and with 400GbE's standardization now beginning in IEEE 802.3, some are looking to a 4x100 gigabit per second (Gb/s) solution as a natural extension of what's happening now with 40GbE. Through events like this workshop, we can begin developing those long-term tools that will carry us through the next phase of 100GbE's evolution, and all the way up to terabit Ethernet."

"OIDA is very pleased to be joining the Ethernet Alliance in the pursuit of single-lambda 100GbE, and we are looking forward to an exciting, productive event," said Tom Hausken, senior industry advisor, OIDA, a division of The Optical Society (OSA).

The collaborative two-day *100GbE per Lambda for Data Center* workshop offers a robust schedule of panel discussions and breakout sessions led by a diverse array of industry thought leaders. Among the speakers are representatives from OIDA, and Ethernet Alliance member companies Broadcom Corporation; Brocade Communications Systems, Inc.; Cisco Systems, Inc.; Dell Inc.; Finisar Corporation; Inphi Corporation; and JDS Uniphase Corporation. Key industry analysts Jimmy Yu, Dell'Oro Group; Sergis Mushell, Gartner, Inc.; Natarajan 'Subu' Subrahmanyan, Juda Group; and Dale Murray, LightCounting LLC, will also offer additional insight.

100GbE per Lambda for Data Center workshop sessions will address topics such as the drivers behind the push for 100GbE single wavelength technologies; related technical challenges; the 100GbE per lambda physical layer; and how to spur needed industry investment in single-lambda technologies. A forward-looking event, the workshop is designed to help lay groundwork for future development, rather than conducting standard-specific work. Attendees will gain a better understanding of the opportunities, challenges, and benefits of single-lambda 100GbE through meaningful dialog and dynamic discussions.

The *100GbE per Lambda for Data Center* workshop is June 12 – 13, 2014, co-located with CLEO: 2014, at the San Jose Convention Center, San Jose, Calif. For more information or to register, please visit http://bit.ly/EA_OIDA-100GLambda. 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. To receive updates on Ethernet Alliance news, activities and events sign up for the organization's newsletter at www.ethernetalliance.org/newsletter.

About OIDA
Founded in 1991, OIDA is a Washington, D.C.-based organization that promotes the optoelectronics industry. A division of The Optical Society (OSA) since 2011, OIDA members and customers include the leading manufacturers of components and systems enabled by optoelectronics, as well as government labs and research institutions involved in the development of optoelectronic technologies. OIDA serves as the voice of industry to government and academia, acts as liaison with other industry associations worldwide, and provides a network for the exchange of ideas and information within the optoelectronics community. Learn more about OIDA at www.osa.org/oida.

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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Media Contact:
Melissa Power
Interprose Public Relations
P: 401-454-1314
E: melissa.power@interprosepr.com