

ETHERNET ALLIANCE TAKES UP “THE RATE DEBATE” AT TECHNOLOGY EXPLORATION FORUM 2014

Annual gathering of technology leaders, developers, and end users aims to bring fresh perspective to Ethernet’s roadmap and a renewed vision for the future

BEAVERTON, OR, SEPTEMBER 08, 2014 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies today announced details of its upcoming [Technology Exploration Forum 2014](#) (TEF 2014), “The Rate Debate”. A gathering of industry leaders, technology developers, and end users will address the technology’s evolving roadmap, including speeds, standards, challenges, and what may lie in store for Ethernet and its related technologies. TEF 2014 is October 16, 2014 at the [Santa Clara Convention Center](#), Santa Clara, Calif.

“TEF 2014 presents a timely, much-needed opportunity for consensus-building between all of the diverse constituencies within the Ethernet ecosystem, especially given new 25GbE and 400GbE standards efforts already underway. However, there’s much, much more to TEF 2014 than just a mere dialog over what the next speed should be,” said John D’Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. “TEF 2014 is a chance for us to come together for a fundamental discussion about the changing Ethernet landscape and the road ahead. With the Ethernet Alliance continuing to drive the Ethernet roadmapping process through industry consensus-building, this will be an exciting event that helps define where servers and networking are going in terms of rates, and catalyze momentum around a tangible, industry-supported roadmap.”

The sixth installment in Ethernet Alliance’s successful series, TEF 2014 continues to attract broad support from across the whole of the Ethernet industry. The unique single-day event serves as a productive forum where key industry stakeholders can gather to address emerging challenges, new technology developments, and Ethernet’s continued expansion and progression. TEF 2014 has also garnered strong support from organizations like Platinum sponsors [Cisco Systems, Inc.](#) (NASDAQ: [CSCO](#)) and [Dell Inc.](#); Gold sponsors [Intel Corporation](#) (NASDAQ: [INTC](#)), [Ixia](#) (NASDAQ: [XXIA](#)), and [Mellanox Technologies](#) (NASDAQ: [MLNX](#)); and Associate sponsors, [LightCounting](#) LLC and [Optical Internetworking Forum](#) ([OIF](#)).

The TEF 2014 event agenda encompasses a wide spectrum of topics relating to Ethernet, including current, emerging, and future rates; a potential roadmap; current standards development projects; and the value of introducing new Ethernet rates into the data center application space for computing and networking. Other sessions include *Implications of the Next Signaling Rate on Ethernet Speeds*; *Server Diversity: Why One Speed Is No Longer Enough*; and *The Impact of Ethernet Rates on Optics*. Among Ethernet Alliance member companies taking part as featured speakers and session moderators are [Avago Technologies](#) (NASDAQ: [AVGO](#)); [Broadcom](#)



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[Corporation](#) (NASDAQ: [BRCM](#)); [Brocade Communications Systems, Inc.](#) (NASDAQ: [BRCD](#)); Cisco Systems; Dell Inc.; [Finisar Corporation](#) (NASDAQ: [FNSR](#)); Intel Corporation; [Juniper Networks](#) (NYSE: [JNPR](#)); [TE Connectivity Ltd.](#) (NYSE: [TEL](#)); and [Xilinx Inc.](#) (NASDAQ: [XLNX](#)). Additional TEF 2014 speakers include representatives from [Alcatel-Lucent](#); CME Consulting; [Dell'Oro Group](#); [Google Inc.](#); and the [OIF](#).

“Ethernet continues to evolve to meet the ever-changing needs of businesses and individuals. Participating in developing industry standards is an important part of Dell’s strategy,” said Arpit Joshipura, vice president, Dell Networking. “The Ethernet Alliance Technology Exploration Forum will provide the ideal venue for industry leaders to gather and discuss how new and developing standards like 25, 40, and 100 Gigabit Ethernet and emerging applications and technology standards will be brought forward and developed.”

“The explosion of data generated by billions of smart devices is driving changes for data center networks at a faster pace than our industry has previously experienced,” said Steve Schultz, director of marketing, networking division, Intel. “The fast evolution of Ethernet standards is critical to ensure innovation, interoperability, and a strong ecosystem. It is great to see the Ethernet Alliance taking the lead in building industry consensus around new data rates.”

“Ethernet usage is far from stagnant, and the exploding growth of network demands signal that the shift to 40 and 100GbE is underway and 400GbE development has started,” said Thananya Baldwin, senior director, strategic programs, Ixia. “Ixia is committed to working with the Ethernet Alliance to accelerate industry adoption and expansion of Ethernet technology by providing leading test solutions.”

For more information about the Ethernet Alliance’s Technology Exploration Forum 2014, please visit <http://www.ethernetalliance.org/registration>. 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. Individuals who would like to receive updates on Ethernet Alliance, activities, and events may sign up for the organization’s newsletter at www.ethernetalliance.org/newsletter.

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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