



**MEDIA ALERT: ETHERNET ALLIANCE EXPLORES THE RATE ROADMAP OF ETHERNET
AT TEF 2014**

“The Rate Debate” will look at the challenges and benefits of introducing new Ethernet rates in key application areas

BEAVERTON, OR, OCTOBER 8, 2013 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, will host its [2014 Technology Exploration Forum](#), TEF 2014: The Rate Debate on October 16, 2014 at the [Santa Clara Convention Center](#) in Santa Clara, Calif. TEF 2014 unites the Ethernet ecosystem in a discussion of challenges and benefits of introducing new Ethernet rates into campus, data center and other application spaces for computing, networking and connectivity.

WHAT: At TEF 2014, *“The Rate Debate”*, Ethernet industry leaders, stakeholders, and industry visionaries will discuss the rate roadmap for Ethernet.

WHEN: TEF 2014 will be held October 16, 2014.

WHERE: Santa Clara Convention Center, Santa Clara, Calif.

WHO: Both Ethernet Alliance members and non-members interested in the rate roadmap for Ethernet are encouraged to attend this event.

WHY ATTEND: TEF 2014 offers a unique opportunity to engage with key Ethernet ecosystem leaders, innovators, and stakeholders. Attendees will join in open dialog that will focus on the value of introducing new Ethernet rates in key application areas.

Registration will remain open [here](#) until 5 pm PT Wednesday, October 15, 2014. Media passes are available to accredited journalists and editors interested in attending TEF 2014. Requests for media passes should be emailed to press@ethernetalliance.org.

More information about *The Rate Debate* TEF 2014, 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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