

ETHERNET ALLIANCE HIGHLIGHTS ETHERNET'S CONTINUED JOURNEY AT SC14

Premier supercomputing event provides platform for chronicling ongoing Ethernet's evolution, exploration of current and future impacts in high performance computing

BEAVERTON, OR, November 10, 2014 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies today unveiled details of its demo and presence at booth 3539 during [Supercomputing 2014](#) (SC14), the leading international conference for high performance computing (HPC), networking, storage, and analysis. In addition to a multi-vendor demo showcasing diverse technologies from across the Ethernet ecosystem, the event offers an ideal opportunity to consider the role Ethernet is playing and will continue to play in HPC. SC14 will be held November 16 – 21, 2014, at the [Ernest N. Morial Convention Center](#), New Orleans, La.

“This has been a profound year for Ethernet, with many new development efforts in its ongoing evolution – the drive to standardize 25GbE and 400GbE, growing support for Power over Ethernet (PoE) technologies, and the exploration of single-lambda 100GbE, for example. SC14 is the perfect time for us to look at Ethernet's path to the future, and how this critical technology is truly going to unlock the next generation of high-speed, high-performance computing,” said [John D'Ambrosia](#), chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. “The Ethernet Alliance SC14 demo illustrates those fundamental characteristics like power, performance, reliability, and interoperability, that make Ethernet indispensable to the supercomputing community. Ethernet – the journey continues.”

In its live demo at SC14, the Ethernet Alliance will be showcasing the full range of equipment and speeds commonly found in today's data center and HPC environments. Among the devices included are core routers, and end-of-row and top-of-rack switches, as well as elements emulating users, servers, and other interconnected components. A mixture of traffic comparable to that found in a typical data center will be run through the system in an east-west and north-south pattern, at speeds of 10-, 40-, and 100GbE.

The Ethernet Alliance's SC14 demo incorporates innovative devices and technologies from an array of member companies, including Amphenol Corporation (NYSE: [APH](#)); Avago Technologies (NASDAQ: [AVGO](#)); Cisco Systems (NASDAQ: [CSCO](#)); Dell Inc.; Ixia (NASDAQ: [XXIA](#)); Mellanox Technologies, Ltd. (NASDAQ: [MLNX](#)); TE Connectivity (NYSE: [TEL](#)); and Volex (LSE: [VLX](#)).

“The only constant in networking is the need to adapt to change. Year after year, we see increased bandwidth, throughput, speed, security, and monitoring demands – all to support network users' growing needs for more



services at higher quality. The push to standardize 25GbE and 400GbE is a direct answer to these requirements as data centers evolve,” said Michael Githens, marketing manager, Ixia. “Here at SC14, the Ethernet Alliance’s live demonstration of a real-world data center fabric showcases the current Ethernet standards in a mixed vendor environment. This includes links of 10-, 40- and 100GbE, as well as a cloud simulation of data center traffic to illustrate Ethernet’s relevancy to high-performance fabrics.”

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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Additional Quotes:

“Amphenol is once again proud to continue our partnership with the Ethernet Alliance by participating in the live demo at this year’s Super Computing conference. This marks the seventh year in a row Amphenol has been a part of the demonstration. The Super Computing conference and exhibition is one of the premier high performance computer events of the year. The Ethernet Alliance booth is great place for designers and end users to get unbiased information on the latest GbE and see the latest products in live and static demos.

Amphenol will showing our world class 10GbE SFP+ and 40GbE QSFP+ interconnect systems. From our passive, active copper cables and the latest active optical cable assemblies to our SFP+ and QSFP+ cages and connectors. Additionally we will be showcasing a new offering of High Density (HD) rack mount optical connectivity panels and trunk cable solutions designed to increase density to improve cable routing and tray congestion.” – Greg McSorley, technical business development manager, Amphenol

“We are pleased to partner with the Ethernet Alliance in the multi-vendor 40G/100G network demonstration at SC14. The demonstration showcases Avago’s proven optical transceiver modules and active optical cables (AOCs) operating in a real-world data center fabric. As a leading provider of fiber optic solutions for data center and high performance computing applications, Avago Technologies stays closely attuned to changing market requirements and emerging standards such as the 25GbE and 400GbE, and is well positioned to support the next



generation of data center network connectivity and high performance computing.” – Mitch Fields, senior director of product marketing and strategy, Fiber Optics Product Division, Avago Technologies

“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. We’re big supporters and believers in the ongoing evolution of Ethernet as a critical technology across the campus, data center and supercomputing environments.” - Arpit Joshipura, vice president, Product Management and Strategy, Dell Networking.

"Ixia remains committed to helping the Ethernet Alliance drive forward its mission to deliver successful and expanded Ethernet technologies. Participating in events like the live demonstration at the 2014 Supercomputing Conference is a great way to showcase how we, as industry leaders, are working together to advance technology. With our longstanding history developing cutting edge solutions to test and validate networks, our solutions will provide visitors with real insight into the way today's emerging Ethernet-related technologies will impact the future of supercomputing." – Jim Smith, vice president of marketing, NEM and Service Providers, Ixia

“The Ethernet Alliance, together with a list of partners is building an Ethernet network environment based on the leading products in the market. Mellanox Ethernet switch solutions connect this network and the test equipment using 10GbE and 40GbE interfaces. Mellanox Ethernet switches are known for their world leading performance but equally important in today’s Data Centers, they can be used in multi-vendor environment.” – Amit Katz, senior director, product marketing, Mellanox Technologies

“TE Connectivity is pleased to be part of the Ethernet Alliance data center/ HPC demonstration at SC14. To support the demonstration, TE has provided its 10G, 40G and 100G copper and optical connectivity solutions that help to reduce energy consumption and consequently lower total lifecycle costs of communications systems. We’ll also be displaying our input/output and backplane interconnects and fiber optic cables and transceivers – including our latest 400 Gb/s interconnect. Please come see all the Ethernet products in the Ethernet Alliance booth number 3539 at SC14.” – Nathan Tracy, technologist, TE Connectivity

“Ethernet Alliance’s participation at SC14 in New Orleans once again presents an opportunity for industry leading companies to unify in an Ethernet interoperability demo. This unique opportunity for both suppliers and customers to work together in a collaborative environment truly showcases the intention of an open architecture that is Ethernet. Volex is excited to be participating once again with our world class interconnect solutions for data centers and high performance computing – 10GbE SFP+, 40GbE QSFP+ and QSFP+ to 4x SFP+ Splitter cables, copper and fiber. We invite you to come and see Volex’s interconnect solutions at the Ethernet Alliance booth number 3539.” – Tim Brackett, vice president, portfolio lifecycle management, Volex