ETHERNET ALLIANCE CLOSES OUT EVENTFUL 2014, LOOKS AHEAD TO EXCITING 2015

Leading global Ethernet advocacy marks busy year of strong growth and progress for Ethernet and related technologies, readies for dynamic year ahead

BEAVERTON, OR, DECEMBER 16, 2014 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies is closing the books on a tumultuous year in which the Ethernet community as a whole embraced the idea of speeds outside of the factor of 10, and has begun laying plans to provide support, marketing awareness, and education related to these activities throughout 2015. The group's positive influence in the Ethernet ecosystem is punctuated by significant success in furthering Ethernet technology development, education, and interoperability, as well as extending its role as the leading voice for Ethernet.

"This has been a year of rapid, turbulent change within the Ethernet ecosystem. We're ending 2014 on a high note, and looking ahead to 2015 to support the industry and the intense attention being paid to the development of 25 Gigabit Ethernet (25GbE) and next-generation Ethernet access networks," said John D'Ambrosia, chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell. "The success of our joint workshop with the Optoelectronics Industry Development Association (OIDA) on the development of 100GbE over a single lambda; the exploration of the Power-over-Ethernet (PoE) logo certification program; and our 2014 Technology Exploration Forum (TEF), which brought the industry together to debate future rates, has enabled the Ethernet Alliance to be recognized as the leading advocate for the future of Ethernet."

The Ethernet Alliance is a guiding presence and industry voice at every point in the Ethernet technology lifecycle, beginning with inception, through the standardization process, to facilitating accelerated adoption and deployment. Notable accomplishments in 2014 include activities, milestones, and events benefitting its members, the greater Ethernet ecosystem, and consumers alike:

- Helping to build consensus and support for automotive Ethernet, PoE, 25GbE, next-generation access networks, single-lambda 100GbE, and 40/100G, and other innovative Ethernet technologies
- Educating industry stakeholders and end users with popular webinars encompassing compelling topics such as 10GBASE-T, 25GbE, and 40/100G for data centers
- Providing opportunities for open discussion, knowledge-sharing, and consensus-building by hosting a variety of events like TEF 2014: The Rate Debate, the May 2014 IEEE 802.1™ / 802.3™ interim meeting, and the 100GbE per Lambda Workshop
- Promoting interoperability through Ethernet Alliance-driven live multi-vendor demos at OFC 2014, Interop 2014, and SC14

- Keynoting important industry conferences including 2014 China Network World, Ethernet Technology Summit 2014, and Next-Gen Network Components 2014

The respected industry voice of Ethernet, the Ethernet Alliance is a committed advocate for its growing membership, as well as the expansion and evolution of Ethernet technologies around the world. The group's Ethernet roadmap and related efforts are a vendor-neutral complement to work being done by IEEE 802™. The Ethernet Alliance offers its members value by affording them opportunities to make meaningful contributions to and help shape the future of the world's most ubiquitous networking protocol.

"The Ethernet Alliance is an inclusive organization serving both the industry and our members by giving them a strong voice that stands out in today's crowded Ethernet landscape. We're an effective sounding board that lets our members' needs and challenges – and those of the markets they serve – be heard by the individuals and organizations that are working on Ethernet standardization projects," said Scott Kipp, president, Ethernet Alliance; and principal technologist, Brocade. "As we look ahead to 2015, we foresee a lot of industry consensus-building that the Ethernet Alliance will be driving to help elevate this critical technology, further its adoption, and speed deployment of IEEE 802-based solutions. As Ethernet's journey continues, we're very pleased to be playing our part on behalf of Ethernet Alliance members, industry, and end users everywhere."

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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