

FEATURED ETHERNET ALLIANCE SPEAKERS TO HIGHLIGHT ETHERNET ROADMAP AT ETS 2015

BEAVERTON, OR, APRIL 14, 2015 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced it will have two featured speakers at the 2015 [Ethernet Technology Summit](#) (ETS 2015) in Santa Clara, Calif. on April 15, 2015.

WHAT: With more than 1 billion ports sold in 2014 and as a key element in storage systems, carriers, automobiles, home networks, industrial networks, wireless systems, the Internet of Things, and more, Ethernet's expansion continues. Its ongoing evolution will be addressed in two ETS 2015 sessions:

- Chaired by [Scott Kipp](#), president, Ethernet Alliance; and principal technologist, Brocade, [Ethernet Roadmap: Applications, Servers, Optics, and Switches](#) is a discussion of Ethernet's optical roadmap, switch use cases, and server needs by Ethernet Alliance members and industry experts Chris Cole, director, Finisar; Kapil Shrikhande, senior principal engineer, Dell; and David Chalupsky, engineer, Intel.
- [John D'Ambrosia](#), chairman, Ethernet Alliance, and chief Ethernet evangelist, Dell will present the ["Different Strokes for Different Folks"](#) keynote, exploring the development of new Ethernet data rates, as well as the technology's diversifying range of applications and markets

WHEN & WHERE: The *Ethernet Roadmap: Applications, Servers, Optics, and Switches* will be held at 4:40pm PDT, April 15, 2015; the *"Different Strokes for Different Folks"* keynote begins at 11:10am PDT on Thursday, April 15, 2015 during ETS 2015 at the [Santa Clara Convention Center](#), Santa Clara, Calif.

WHO SHOULD ATTEND: Ethernet entered a period of great change and diversification in 2014, opening the door to new, exciting opportunities. Anyone seeking clarification and insight into its future should attend this session.

WHY ATTEND: The Ethernet Alliance's [2015 Ethernet Roadmap](#) is a practical guide to Ethernet's ongoing evolution and development. Both ETS 2015 sessions will expand upon information contained in the roadmap, providing attendees a deeper understanding of Ethernet's future. Printed copies of the 2015 Ethernet Roadmap will also be made available during the event.

"The Ethernet Alliance 2015 Ethernet Roadmap illustrates how and when Ethernet is diversifying with slower speeds such as 2.5GbE, 5GbE, and 25GbE, and higher speeds like 200GbE and 400GbE. The map shows the path forward towards terabit speeds that should become clearer as we approach 2020," said Mr. Kipp. "The Ethernet Alliance organized this ETS 2015 panel to discuss the profound changes that Ethernet is working



ethernet alliance

through. The Roadmap panel will provide perspective on copper, optical, and switch links that will be coming to a data center near you.”

For more information about the Ethernet Alliance, please visit <http://www.ethernetalliance.org>, follow [@EthernetAllianc](#) and on Twitter, visit its [Facebook](#) page, or join the Ethernet Alliance [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.

###

Media Contact:

Melissa Power

Interpose Public Relations

P: 401-454-1314

E: melissa.power@interposepr.com