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ETHERNET'S JOURNEY TO THE FUTURE AT HEART OF ETHERNET ALLIANCE TECHNOLOGY FORUM 2016 AGENDA

September 2016 event embodies explosive expansion and continued evolution of world's most ubiquitous networking protocol

BEAVERTON, OR, AUGUST 09, 2016 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today unveiled the agenda for its [2016 Technology Exploration Forum](#) (TEF 2016). At the center of the day's agenda is Ethernet's quickening journey through its next decade of continuous technology evolution and growth as the marketplace continues to change. *TEF 2016: The Road to Ethernet 2026* is scheduled for September 29, 2016, at the [Santa Clara County Convention Center](#), Santa Clara, Calif.

“At TEF 2016, we're gathering together to explore the next 10 years of Ethernet; as the voice of Ethernet, the Ethernet Alliance is committed to leading the industry's long-term vision. We're in the midst of a period of unbridled expansion and advancement that's opening the door to new markets and applications. Even though these dynamic changes are just beginning to resonate across the technology landscape, there's no time to waste – we need to look past those things already set in motion and begin assessing the path that lies beyond,” said [John D'Ambrosia](#), chairman, Ethernet Alliance; and senior principal engineer, Huawei. “TEF 2016 is an important opportunity to kick off the forward-looking discussions that will carry Ethernet through the next decade.”

“Ethernet's paradigm is shifting yet again, with significant impacts occurring at every point in the ecosystem, including data centers, campus, higher bandwidth access points, and cloud providers. The accelerating migration toward 2.5 Gigabit per second (Gb/s), 5 Gb/s, 25 Gb/s, and 100 Gb/s, combined with strong demand for increased bandwidth and a surging Ethernet switch market means interesting times lie ahead,” said Alan Weckel, vice president, [Dell'Oro Group](#). “Events like TEF 2016 are an ideal avenue for examining Ethernet's future and securing the industry consensus needed to drive the next generation of networking innovation.”

A unique, one-day forum drawing key stakeholders from across diverse markets and sectors, *TEF 2016: The Road to Ethernet 2026* agenda includes presentations and panel discussions focused on Ethernet developments throughout the next 10 years. Event sessions currently scheduled include:

- *The Future Ethernet Data Center* – Review of and debate over the need for and Ethernet's place in tomorrow's data centers.
- *Ethernet Flexes Its Ports* – Discussion of the future of higher-speed ports, Flex Ethernet, how the industry will leverage them, and their potential evolution.



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- *Interconnect Beyond 50 Gb/s* – Overview of next-generation signaling technologies for various mediums beyond 50 Gb/s, and test methodologies for those technologies.
- *Are Standardized Ethernet Optics Obsolete?* – Exploration of the continued importance and role of standardization to the future of Ethernet.
- *Ethernet in Autonomous Cars* – Presentation outlining Ethernet as the network backbone for connected vehicles and autonomous cars.
- *Ethernet-Enabled S-SMART* – Dialogue on the future of Ethernet-enabled stores and retail experiences.

To register for *TEF 2016: The Road to Ethernet 2026* registration, please visit <http://bit.ly/EATEF16-Registration> for detailed event information, please see <http://bit.ly/EATEF16-Agenda>. For specifics on becoming an event sponsor, please visit <http://bit.ly/TEF16-Sponsorships>.

Follow the TEF 2016 discussion online using the #TEF2016 and #Ethernet2026 hashtags.

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

Melissa Power

Interpose Public Relations

P: 401-454-1314

E: melissa.power@interprosepr.com