NEXT ETHERNET ERA DRIVES SURGE IN NEW ETHERNET ALLIANCE MEMBERSHIPS

Influx of members reflects industry recognition of need to invest in demonstration of interoperability, testing, and marketing of next generation Ethernet technologies

BEAVERTON, OR, JULY 27, 2017 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced it has welcomed a broad array of new members. With the next Ethernet era bringing an array of new standards, targeting new markets and applications, the growth in membership reflects the industry's recognition of the importance of the mission of the Ethernet Alliance in helping to accelerate the deployment of Ethernet-based solutions.

The Ethernet Alliance plays a vital role in advancing Ethernet through a variety of interoperability, education, and advocacy initiatives. Its consensus-building efforts also help to shorten time-to-market for new Ethernet standards. With a tiered membership structure, organizations of any size can capitalize on the many advantages it provides. Representing a cross-section of the Ethernet ecosystem, new Ethernet Alliance members include top test and measurement; interconnect; cabling; networking vendors; and cloud, security, and design automation solution providers. Among new members are F5 Networks, Inc.; Anritsu Corporation; Arista Networks, Inc.; Mentor Graphics, Inc.; Samtec, Inc.; and The Siemon Company. Additionally, long-term member Spirent Communications, Inc. has upgraded to become a Principal Member.

"With the move toward higher rates and addition of diverse new markets and application spaces, having access to the host of member-only benefits the Ethernet Alliance offers is an attractive value proposition. With the arrival of the next Ethernet era, test and measurement processes are becoming increasingly complex, and interoperability is and interoperability is a continuing requirement. The Ethernet Alliance's mission is to ensure our members are equipped with the resources needed to meet these challenges head-on," said David Rodgers, marketing chair, Ethernet Alliance; and senior product marketing manager, Teledyne LeCroy. "We're pleased to welcome all of our new and upgraded members, and look forward to achieving great strides with their participation."

The Ethernet Alliance has numerous initiatives underway designed to allow members and the industry to better respond to challenges and opportunities arising from emerging advancements, like Power over Ethernet (PoE) and the coming 200/400 Gigabit Ethernet (GbE) standard, IEEE P802.3bs™. Ongoing member activities and events include the Ethernet Alliance's PoE certification program and industry-first PoE certification event at the University of New Hampshire InterOperability Laboratory (UNH-IOL) in Durham, N.H., as well as multivendor interoperability plugfests. Prospective members are encouraged to learn more by visiting http://ethernetalliance.org/about-us/benefits-of-membership.

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.

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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