ETHERNET ALLIANCE KEYS IN ON NETWORK IMPACT OF CONNECTED CARS AT E&IP@ATD

BEAVERTON, OR, OCTOBER 31, 2017 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced it will explore the impact of automotive external connectivity on global networks and data centers at the 2017 IEEE Standards Association (IEEE-SA) Ethernet & IP @ Automotive Technology Day (E&IP@ATD). E&IP@ATD 2017 is October 31 – November 2, 2017, at the San Jose McEnery Convention Center, San Jose, Calif.

WHAT: With the introduction of high-performance Ethernet into automobiles, the potential of the connected car era needs to be considered as the global networks of tomorrow are architected. "*Automotive Connectivity: Impact on the Global Network of Tomorrow*" delves into innovative approaches for cooperation between the global networking and automotive communities, ensuring current and future networks can support the connected car bandwidth requirements. This presentation, co-authored with John D'Ambrosia, chairman, Ethernet Alliance; and senior principal engineer, Huawei, will be given by Ethernet Alliance member and President of High Speed Design, Steve Carlson.

WHEN & WHERE: *Automotive Connectivity: Impact on the Global Network of Tomorrow* is Wednesday, November 1, 2017, from 2:00 – 2:30pm EDT, at the San Jose McEnery Convention Center, San Jose, Calif.

WHO SHOULD ATTEND: Those interested in connected cars, the Internet of Things, and the future of high-speed automotive networking are encouraged to attend this presentation.

WHY ATTEND: With the dawn of the next Ethernet era, emerging applications and markets have driven significant increases in bandwidth demand. The rise of new automotive Ethernet applications, including cloud services, mapping, telemetry, and data analytics, bring with them the potential to dramatically impact both current and future networks. This presentation will open the door to discussions on the best collaborative approaches for addressing network needs in support of coming bandwidth requirements generated by connected cars.

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.

###

Media Contact:
Melissa Power
Interprose Public Relations
P: 401-454-1314
E: melissa.power@interprosepr.com