END USER NEEDS AND THEIR IMPACT ON THE FUTURE OF ETHERNET TAKE CENTER STAGE AT ETHERNET ALLIANCE'S TECHNOLOGY EXPLORATION FORUM

Leading industry advocacy organization brings together technology users and developers to discuss needs, requirements, and the future of Ethernet

BEAVERTON, OR, DECEMBER 12, 2011 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today unveiled the agenda for its upcoming Technology Exploration Forum (TEF), *"The End Users Speak!"* As a forum for open, productive discussions between key stakeholders, the event will focus on end users and their experience with the latest Ethernet technologies, and explore further improvements and needs for Ethernet. The daylong program, slated for February 16, 2012 at Silicon Valley's Techmart conference center, features a cross-section of business, industry, and technology leaders who will speak on a range of topics, including data centers, networking, the Internet, power issues, and the future of Ethernet.

"This latest installment in the Ethernet Alliance's TEF series is a single-day event bringing together executives, technology designers and architects, integrators, solutions providers, and others to discuss new developments, issues, and challenges impacting the Ethernet ecosystem," said Manoj Wadekar, chairperson, Ethernet Alliance TEF, and chief technologist, QLogic Corporation. "*The End Users Speak!* is designed to allow the end user community to share their experience with Ethernet and their network architecture and application requirements with those individuals in the Ethernet developing community."

"Throughout the past three decades, Ethernet has fundamentally altered the face of both the global technology and communications ecosystems. Now, as we move towards the next generation of Ethernet technologies and speeds, it is imperative that all of the stakeholders work together to facilitate Ethernet's continued expansion and evolution," said John D'Ambrosia, chair, Ethernet Alliance. "By opening the door to greater dialogue, the Ethernet Alliance is helping to ensure that technology creators better understand end user needs and expectations of Ethernet technologies not only immediately, but for the long-term, as well."

Offering a variety of panels and sessions, such as *"Ethernet in Future Data Centers", "Ethernet and the Heart of the Internet"*, and *"The Role of Power in Networks"*, *The End Users Speak!* includes featured speakers from Amsterdam Internet Exchange (AMS-IX); Chevron; Comcast; Frontier Communications; Google; Harris Broadcast; Lawrence Berkeley National Laboratory;

Nationwide Insurance; the Walt Disney Company; the U.S. Environmental Protection Agency; and YAS Broadband Ventures.

Andrew F. Bach, senior vice president, global head of network services, NYSE Euronext, will present a keynote addressing financial system networking, and technology's ability to keep up with the demands of the financial community. "With global economic expansion progressing rapidly, the technology demands of supporting networks are such that customers require networks capable of processing terabits per second of bandwidth," said Bach. "To ensure a long-term solution for the global marketplace, the financial community needs Ethernet to stay apace of these rigorous technology requirements, while technology developers want deeper insight into how to do so. Events like the Ethernet Alliance TEF series are important for achieving greater collaboration and understanding between these synergistic constituencies."

Added Paul Nikolich, chief strategy officer, YAS Broadband Ventures, and chair, IEEE 802 LAN/MAN Standards Committee, "Standardization efforts optimally commence when specific industry need is defined; therefore, opening the lines of communication between technology's users and developers is imperative. The Ethernet Alliance's TEF gives these two groups the opportunity to come together to explore the industry's needs and may provide the basis for launching future standardization efforts."

TEF 2012 runs from 8:30 AM to 5:00 PM PST, Thursday, February 16, 2012 at the Techmart conference center in Santa Clara, CA. Additional event and registration information is available online at http://www.ethernetalliance.org/event/tef-2012-the-end-users-speak-2/.

For more information about EA, please visit www.ethernetalliance.org, follow @EthernetAllianc on Twitter, visit its Facebook page at www.facebook.com/groups/20072238365/, or join the EA LinkedIn group at http://www.linkedin.com/groups/Ethernet-Alliance-3910011.

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.

For more information, visit www.ethernetalliance.org. Individuals who would like to receive updates on Ethernet Alliance news, activities and events may sign up for the organization's newsletter at www.ethernetalliance.org/newsletter.

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