SHIFTING ETHERNET OPTICS MARKET AT HEART OF ETHERNET ALLIANCE ECOC 2016 PANEL

BEAVERTON, OR, SEPTEMBER 13, 2016 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced details of its "*The Fracturing of the Ethernet Optics Market"* session at the European Conference on Optical Communications (ECOC 2016). Panelists will explore the continuing diversification of the Ethernet optics market and the implications it holds for the industry at large. ECOC 2016 will be held September 18 – 22, 2016, in Düsseldorf, Germany.

WHAT: With Ethernet's growing range of speeds, standards, and applications, the evolving Ethernet optical market is increasingly focused on optimizing point solutions and individual applications. *The Fracturing of the Ethernet Optics Market* explores the impact of changing market dynamics on both the Ethernet ecosystem and industry. Moderated by Ethernet Alliance member Chris Cole, director, Transceiver Engineering, Finisar Corp., panelists include Mitchell Fields, vice president and general manager, Fiber Optics Products Division, Broadcom Corporation; Bardia Pezeshki, president and CEO, Kaiam Corporation; and Chris Pfistner, vice president, product line management, Datacom, Lumentum Operations LLC.

WHEN & WHERE: *The Fracturing of the Ethernet Optics Market* ECOC 2016 panel is Wednesday, September 21, 2016, from 12:05 – 12:35pm CEST, at the CCD Congress Center, Düsseldorf, Germany.

WHO SHOULD ATTEND: Those interested in gaining insight into the shifting Ethernet optics marketplace will benefit from this session.

WHY ATTEND: As the largest consumer of optical modules, Ethernet's expansion is fundamentally altering the face of the market. *The Fracturing of the Ethernet Optics Market* will provide clarity into the effects this transformation is having, leaving attendees better equipped to deal with changing market needs.

The topic of the evolving Ethernet optics marketplace will be further explored during TEF 2016: The Road to Ethernet 2026. For more information, please visit http://bit.ly/TEF2016.

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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