ETHERNET ALLIANCE TRAVELS THE ROAD TO ETHERNET 2026 AT TEF 2016

BEAVERTON, OR, SEPTEMBER 21, 2016 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced final details of its *Technology Exploration Forum (TEF) 2016: The Road to Ethernet 2026* to be held September 29, 2016, at the Santa Clara County Convention Center, Santa Clara, Calif.

WHAT: As Ethernet accelerates toward a new decade of global growth, expansion, and diversification, the Ethernet Alliance is gathering key stakeholders from across the Ethernet ecosystem to deliberate upon the changes, opportunities, and challenges that are sure to arise. *TEF 2016: The Road to Ethernet 2026* will delve into various topics and discussion areas in sessions led by an array of technology, media, and analyst experts.

WHEN & WHERE: *TEF 2016: The Road to Ethernet 2026* is Thursday, September 29, 2016 at the Santa Clara County Convention Center, Santa Clara, Calif.

WHO & WHY ATTEND: Those interested learning more about what the next decade of Ethernet evolution may hold, such as network and data center architects, test and measurement personnel, media, analysts, will benefit from taking part in this event. Attendees will gain greater clarity and practical knowledge about Ethernet's future path.

SESSIONS & SPEAKERS: The Ethernet Alliance has assembled a comprehensive agenda for the day's proceedings, with sessions addressing topics that include next generation data centers, the future of Ethernet rates and Flex-Ethernet, the future of electrical and optical signaling, and more, led by technology and business experts. A full list of sessions and speakers is available online at http://bit.ly/TEF16Agenda.

"The IEEE 802.3bz™ standard for 2.5G / 5G BASE-T Ethernet upgrades bandwidth at minimal cost and opens the door to new era of innovation," said Kamal Dalmia, president, NBASE-T Alliance, the organization that developed the technical baseline for the standard. "We are pleased to support the Ethernet Alliance as it brings the industry together to contemplate Ethernet's future, and how BASE-T technologies will feed into the Ethernet-enabled networks of tomorrow."

"The last 10 years has seen Ethernet evolve to support existing applications with a growing menu of ever faster solutions, while at the same time expand into new application areas," said Yi Zhao, vice president, Futurewei

Technologies, Inc., a subsidiary of Huawei. "It is terrific to see the Ethernet Alliance gather the industry together to consider the influences of today's world on the journey Ethernet will make in the coming 10 years."

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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