



Ethernet Alliance® Celebrates Ethernet's 35th Anniversary at SC08 Conference

Ethernet Alliance members to simulate a multi-vendor Ethernet data center ecosystem

Mountain View, CA – November 11, 2008 –The Ethernet Alliance is proud to commemorate the 35th anniversary of Ethernet at the SC08 conference being held at the Austin Convention Center in Austin, Texas from Nov. 18-20 with a demonstration of multi-vendor interoperability in a 10 Gigabit Ethernet (10GbE) data center in booth #2514. Since 1973, Ethernet has grown from a concept to become the predominant wired interconnect technology.

Inventor Bob Metcalfe said, "Ethernet was born at Xerox PARC on May 22, 1973, which means, yikes, Ethernet just turned 35! It seems like only yesterday that Dave Boggs and I built the first Ethernet, but by 1982, people were buying Ethernet whom we had not met personally. By 1985, complete strangers were inventing Ethernet, as it proliferated and evolved beyond our wildest dreams. This year, according to IDC, 350 million new Ethernet switch ports will be shipped, and that's not counting WiFi. I am enthusiastic about the Ethernet Alliance continuing to promote the winning proposition of connecting people."

Ethernet Alliance member companies [Cisco](#), [Extreme Networks](#), [Force10 Networks](#), [Fulcrum Microsystems](#), [Ixia](#), [Mellanox](#), [Panduit](#), [QLogic](#), [Solarflare](#), [Teranetics](#) and [Tyco Electronics](#) will demonstrate an Internet Small Computer System Interface (iSCSI) server and Storage Area Network (SAN) connected to a Fibre Channel over Ethernet (FCoE) and Ethernet converged network. This unique exhibition will feature:

- Server virtualization technology
- iSCSI storage array streaming video over a converged network
- A low-latency, lossless Ethernet environment highlighting the throughput advantages of traffic forwarding with IEEE 802.1Qbb (priority-based flow control)
- Multiple 10GbE interfaces operating over optical and copper media including 10GBASE-T, 10GBASE-SR and 10GBASE-CX4
- A variety of module form factors such as SFP+ optical, SFP+ direct attached cable, XFP and QSFP (quad small form-factor pluggable)

"I am proud that our members have collaborated on this one-of-a-kind Ethernet ecosystem demonstration for SC08, where we will showcase the capabilities of 10GbE data center technologies," said Brad Booth, chairman of the board, Ethernet Alliance. "Ethernet continues to flourish as the de facto networking interconnect, and as an organization, the Ethernet Alliance is proud to support its growth and will continue to educate the industry on its ever-increasing applications."

A white paper on the SC08 Ethernet Alliance demonstration will be available at the Ethernet Alliance booth.

About Ethernet Alliance

The Ethernet Alliance is dedicated to promoting industry awareness, acceptance, and advancement of technology and products based on existing and emerging IEEE 802[®] Ethernet standards. The organization's mission is to accelerate industry adoption and remove barriers to market entry by providing a cohesive, market-responsive industry voice on IEEE 802 Ethernet projects. For more information about the Ethernet Alliance, visit www.ethernetalliance.org.

To learn more about the benefits of membership and what it means to be a member of the Ethernet Alliance, visit www.ethernetalliance.org/join.

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