



FOR IMMEDIATE RELEASE

Ethernet Technology Summit To Feature Latest Advances in 40/100 Gigabit Ethernet, Fibre Channel over Ethernet (FCoE), and Energy-Efficient Ethernet

Silicon Valley conference to host keynotes from Cisco, Ethernet Alliance, Force10 Networks/IEEE P802.3ba Task Force, and Juniper Networks

SAN DIEGO, CA, January 21, 2010 — Conference ConCepts announced that Ethernet Technology Summit (www.ethernettechnologysummit.com), a new Silicon Valley conference and exhibition featuring the latest advances in Ethernet networking, will take place **February 24-25 at the Wyndham Hotel in San Jose.**

“The Ethernet Technology Summit will signal the coming of age for FCoE and 40/100 Gigabit Ethernet,” said Claudio DeSanti, Distinguished Engineer, Cisco Systems. “These next-generation technologies will help data centers and telcos meet customer needs in a cost-effective manner while preserving their current equipment investments.”

Ethernet Technology Summit keynote addresses will feature:

- Brad Booth, Founder and Board of Directors Chair, [Ethernet Alliance](http://EthernetAlliance.com) – “Brother, Can You Spare a Gigabit? Ethernet in Tough Economic Times”
- *John D'Ambrosia, Senior Scientist, [Force10 Networks](http://Force10Networks.com) and Chair of the IEEE P802.3ba 40GbE and 100GbE Task Force – “Current State and Future Plans for 40/100 GbE”*
- Mike Banic, Vice President, Enterprise Marketing, Juniper Networks – “*The New Era of Networking: Beyond the Breaking Point*”
- Silvano Gai, Cisco Fellow, [Cisco Systems](http://CiscoSystems.com) – “Ethernet: Good for All What Ails the Data Center”

Other sessions will include:

- Special pre-conference tutorials on designing and troubleshooting high-speed Ethernet and Fibre Channel over Ethernet (FCoE)
- Full-day tutorials on 40/100 GbE and FCoE
- Future of Ethernet
- The latest Ethernet market research including the effects of the economic downturn
- Chat with the Experts

“We are glad to welcome the premier names in networking, including Cisco, Intel, IBM, Brocade, NetApp, Agilent, Extreme Networks, Ericsson, JDSU, Juniper Networks, QLogic, HP, Sun, Xilinx, Telcordia, NEC, and other industry leaders, as participants in the Ethernet Technology Summit,” said Dr. Lance Leventhal, Program Chair, Ethernet Technology Summit. “We invite other companies to join these leaders in describing the role they expect to play in delivering 40/100 GbE and FCoE products, solutions, and technologies.”

About Ethernet Technology Summit

Ethernet Technology Summit focuses on the latest advances in Ethernet technology, particularly the new specifications for 40/100 GbE, Fibre Channel over Ethernet (FCoE), and energy-efficient Ethernet. It features the latest information on these advances from the experts who are developing the specifications and designing the initial products for them. It is a must-attend conference for those who are deciding whether to use the new specifications or design products for them or are in the initial stages of product design. The Summit also covers 10 GbE, Data Center Ethernet, carrier Ethernet, power-over-Ethernet, Ethernet security, virtualization, and Ethernet chipsets. The Silicon Valley’s premier event focused on Ethernet also includes an expert table session, a market research session, and a customer review session. For more information, visit <http://www.ethernetsummit.com>.

About Conference ConCepts, Inc.

Founded in 1994, Conference ConCepts is a full-service professional conference and association management company that provides extensive capabilities in all aspects of technical conference management. Conference ConCepts develops and produces events both on its own, and in partnership with associations, corporations, and publishers. The skill sets of the company’s employees and contractors, representing over 200 cumulative years of experience, enables Conference ConCepts to offer clients a choice of services, ranging from assistance with a single aspect of a conference to the complete development and administration of a full-fledged “turnkey” event. For more information about Conference ConCepts, visit www.conferenceconcepts.com.

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