



**FOR IMMEDIATE RELEASE**

**Ethernet Technology Summit to Showcase Latest Advances in 40/100 Gigabit Ethernet, Convergence, Cloud Computing, Hadoop, OpenFlow, and Virtualization**

***One-of-a-kind Silicon Valley conference to feature keynotes from Arista Networks, Broadcom, Cisco, Dell, and HP***

**SANTA CLARA, CA, January 26, 2012** — Conference ConCEPTS announced that Ethernet Technology Summit ([www.ethernetsummit.com](http://www.ethernetsummit.com)), the only Silicon Valley conference and exhibition featuring the latest advances in Ethernet networking, will take place February 21-23 at the Doubletree by Hilton in San Jose. The unique conference will include an all-day tutorial on 40/100 Gigabit Ethernet including a spec update from IEEE leader John D'Ambrosia and speakers from Gennum, Extreme Networks, Luxtera, Inphi, Dell, Anue Systems, Algotronix, Panduit, and CommScope.

Keynote speakers will include:

- Larry Roberts, Roberts Consulting – "Reducing Delay and Packet Loss in Ethernet Networks"
- Saar Gillai, HP
- Soni Jiandani, Cisco Systems
- Greg Scherer, Broadcom – "Ethernet-Based Data Centers in the Cloud Computing Era"
- Geng Lin, Dell – "The Many Facets of Software-Defined Networking (SDN)"
- Ken Duda, Arista Networks

Key topics include Ethernet in storage, Ethernet and virtualization, Ethernet chipsets and components, Ethernet security, cloud computing, convergence on Ethernet (FCoE), and Ethernet fabrics and hardware optimization. Of special interest are tutorials on the TRILL standard, reducing delay and packet loss (featuring Internet founder Larry Roberts) and accelerating big data through Hadoop. There will also be free workshops on network partitioning, network virtualization, and OpenFlow, a new specification for programmable networks, and sessions highlighting recent market research and the future of Ethernet.

“Ethernet Technology Summit focuses on the latest advances in Ethernet technology, particularly in 40/100 GbE, convergence, cloud computing, and virtualization,” said Claudio DeSanti, Fellow, Server Access and Virtualization Business Unit, Cisco Systems and conference chairperson. “It features the latest information on these advances from the experts who developed the specifications and designing the current products for them. Ethernet Technology Summit is essential 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.”

Ethernet continues to evolve and advance, and the Ethernet Technology Summit remains the best place to find about the latest innovations. The Ethernet Technology Summit will prepare you for today’s expanding use of “Ethernet everywhere” with workshops, tutorials, presentations, panels, expert tables, market research, keynotes, and exhibits. The Ethernet Technology Summit includes sessions, tutorials, plenaries, and workshops on 25 Gbps signaling, network partitioning, terabit Ethernet, high-speed test equipment, Ethernet in data centers, carrier issues, and design and development issues.

The Summit is for everyone from those who are just beginning to evaluate new Ethernet applications to experienced Ethernet-savvy technologists. Moreover, it offers a place for Ethernet designers at all experience levels to check out new offerings, share insight, and learn from leaders in the field. If you want to be successful in designing and deploying Ethernet-based systems, creating products for Ethernet networks, or working with Ethernet at any level, don’t miss the third annual Ethernet Technology Summit.

### **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), Hadoop, TRILL, and OpenFlow. 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 cloud computing, virtualization, terabit Ethernet, Data Center Ethernet, carrier Ethernet, Ethernet security, design and development issues, and Ethernet chipsets. The Silicon Valley’s premier event focused on Ethernet includes an informative Beer, Pizza, and Chat with the Experts evening gathering. For more information, visit <http://www.ethernettechnologysummit.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](http://www.conferenceconcepts.com).

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