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Ethernet Technology Summit 2013's Premier Silicon Valley Conference Focused on Today's $50 Billion Dollar Ethernet Market

Industry Visionary Eyal Waldman, CEO of Mellanox Technologies, and Ethernet Evangelist John D'Ambrosia of Ethernet Alliance to Deliver Keynotes at the 4th Annual Event

SANTA CLARA, CA – February 27, 2013 – Ethernet Technology Summit, a premier Silicon Valley conference focused on the use of Ethernet throughout networking spaces, occurs April 2-4 at the Santa Clara Marriott Hotel. Key topics this year include software-defined networking (SDN) and OpenFlow, 40/100/400 GbE, convergence, cloud computing, virtualization, big data, and high-performance networks.

Important keynotes will be presented by:

- Eyal Waldman, Mellanox Technologies CEO: "Welcome to the Generation of Open Ethernet"

- John D'Ambrosia, Ethernet Evangelist, Ethernet Alliance/Dell: "Ethernet's Next Step: 400G"
- Alan Weckel, Dell'Oro Group VP: "Ethernet Markets: Where Are the Opportunities, How Big, and When?"
- Guido Appenzeller, Big Switch Networks CEO: "Reaping the Benefits of Software Defined Networking"
- Nick Ilyadis, Broadcom CTO: "Sustainable Networking Innovation Through Collective Intelligence: Software-Defined Networking"
- David Yen, Cisco Systems Senior VP/GM Data Center Group: "Unified Data Centers for the Cloud Era"

There will also be two days of in-depth SDN/Open Flow seminars, full day forums on 10/40/400 GbE and Convergence on Ethernet, and half-day forums on Ethernet in Data Centers, Ethernet and Virtualization,

and Ethernet and Cloud Computing, as well as exhibits, a celebration of Ethernet's 40th anniversary, and the IT Brand Pulse awards (voted on by major data center end users).

"Ethernet keeps advancing, and the Ethernet Technology Summit continues to be the best place to track what is happening in the industry," said Conference Chair and Cisco Systems Fellow Claudio DeSanti. "This year we have expanded the seminar on software-defined networking (SDN) and OpenFlow to two days and have added sessions on accelerating big data, developing top-performance Ethernet networks, and next-generation power and cooling."

Sessions in the SDN/OpenFlow seminars cover network architecture, OpenFlow, carrier networks, applications, software, and implementations. Panels deal with end user perspectives and future trends. Speakers represent such industry leaders as Intel, Cisco, Broadcom, Dell, IBM, HP, Spirent, Brocade, Big Switch Networks, Orange France Telecom, and many others.

Other key sessions include a VC Forum with leading VCs focused on SDN startups, a market research session with major analysts, the popular Beer Pizza session with access to experts on a one-on-one informal basis, and coverage of Carrier Ethernet, lost packets, and next-generation power and cooling.

Complimentary press/analyst registration is available at http://www.ethernetsummit.com.

About the Ethernet Technology Summit

Ethernet Technology Summit focuses on the use of Ethernet throughout the networking space. This includes the emergence of 10-Gigabit Ethernet as a key LAN technology on the desktop and in data centers. It also covers the 40-Gigabit and 100-Gigabit Ethernet standards and standards efforts beyond 100GbE. Furthermore, it includes the use of Ethernet as a carrier backbone and transport method, as well as in storage applications. Other topics of interest include virtualization, cloud computing, and Data Center Ethernet. The Summit offers keynotes, seminars, forums, tutorials, an expert table session, exhibits, and receptions with the aim of presenting expert speakers and encouraging networking and the flow of information.

For more information about The Ethernet Technology Summit, visit www.ethernetsummit.com.

About Conference ConCepts

Conference ConCepts, organized in 1994, has produced dozens of technical events—mostly focused on the cutting edge of technology in engineering and the computing industry. Our conference experiences have ranged from small events and workshops of a few hundred participants to larger conferences and trade shows of over 5000 participants.

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