



## **Ethernet Technology Summit Boosts Stellar Keynote Lineup at Silicon Valley Event**

### ***Special Keynote Deliveries to feature Jane Li of Huawei Enterprise USA and Arpit Joshipura of Dell***

SANTA CLARA, CA - March 27, 2013 – Ethernet Technology Summit, the premier Silicon Valley conference focused on the use of Ethernet throughout networking spaces and produced by Conference ConCepts, today announces the addition of two highly regarded industry visionaries, Jane Li and Arpit Joshipura, to an already impressive keynote speaker series for its 4th annual meeting April 2-4 at the Santa Clara Marriott in Santa Clara, California.

Jane Li, Chief Operating Officer, Huawei Enterprise USA, will address “The Next 40 Years of Ethernet” on Wednesday April 3<sup>rd</sup> at 1:30-2:00pm PST. Ms. Li will provide insight into the types of content which will drive traffic in the years ahead, the future of Ethernet media, and the features that will be necessary for enterprises to reap the maximum benefit from their Ethernet-based networks.

Ms. Li’s current responsibilities at Huawei Enterprise USA include strategy development and execution, sales, channel development, channel marketing, and operations. She was previously General Manager for Huawei Symantec USA where she was responsible for strategy development and execution, marketing, sales, business development, product management, application engineering, and customer service for the North American region.

Arpit Joshipura, VP Product Marketing at Dell Networking, will address “Networking in a Virtual Era” on Thursday, April 4th, 2-2:30pm PST. Mr. Joshipura is a strong advocate of network virtualization and software-defined networking and has emphasized their use in developing switches that are cheaper, use less power, and occupy less space. He has helped lead Dell to rapid expansion in the switch market, now third in market share for 10GbE switches and second only to Cisco for 40GbE. Mr. Joshipura heads the marketing effort that is positioning Dell as a leader in next-generation, high-speed networking to meet the needs of the data explosion.

Huawei Enterprise USA and Dell’s Networking Unit are the latest to join Ethernet Technology Summit’s exceptional keynote speakers:

- 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”

"We've secured an incredible lineup of industry visionaries from leading companies shaping the Ethernet industry today," said Lance Leventhal, Ethernet Technology Summit Chairman. "If you're using or designing networking equipment, or if you are supplying or working with those who are , this year's conference program can help you understand the latest innovations and develop a productive Ethernet and SDN strategy. Our keynote speakers will provide insight on the full range of Ethernet platforms, applications, and challenges touching on key subjects such as 40/100/400 GbE, virtualization, cloud computing, OpenFlow, and the future of Ethernet."

### **About Huawei**

Huawei is a leading global information and communications technology solutions provider. Through their dedication to customer-centric innovation and strong partnerships, they have established end-to-end advantages in telecom networks, devices and cloud computing. Huawei is committed to creating

maximum value for telecom operators, enterprises and consumers by providing competitive solutions and services. Huawei products and solutions have been deployed in over 140 countries, serving more than one third of the world's population.

### **About Dell**

Dell (NASDAQ: DELL) listens to its customers and uses that insight to simplify technology and create innovative solutions that deliver dependable long-term value. As a leading technology company, Dell offers a broad range of product categories, including mobility products, desktop PCs, software and peripherals, servers and networking, and storage. Dell's services include infrastructure technology, consulting and applications, and business process applications. Dell are committed to managing and operating our business in a responsible and sustainable manner worldwide.

### **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.

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