



Ethernet Technology Summit Experienced Record Growth of 25% in 2013

SDN, OpenFlow, 40-400G, Virtualization all key topics of interest at the Silicon Valley event

SANTA CLARA, CA – May 17, 2013 – Ethernet Technology Summit (“ETS”), the premier Silicon Valley conference focused on Ethernet networking, today announced a 25% year-to-year rise in attendance last month at its annual event in Santa Clara. The Summit, now in its 4th year, covers key networking industry topics such as Software Defined Networking (SDN), OpenFlow, 40/100/400 GbE, convergence, cloud computing, virtualization, big data, and high performance networking.

The conference program included two days of in-depth SDN/Open Flow seminars, full day forums on 10/40/400 GbE and Convergence on Ethernet, half-day forums on Ethernet in Data Centers, Ethernet and Virtualization, and Ethernet and Cloud Computing, as well as exhibits from over 20 companies. ETS also hosted the IT Brand Pulse Awards (representing the surveyed opinions of leading end users) and held a celebration of Ethernet’s 40th anniversary, where many of the founding inventors were honored for their roles in advancing the technology.

Keynote attendance was especially strong with most being standing room only. Keynote speakers were:

- Eyal Waldman, CEO, Mellanox Technologies
- John D’Ambrosia, Ethernet Evangelist, Ethernet Alliance/Dell
- Alan Weckel, Vice-President, Dell’Oro Group Vice President
- Guido Appenzeller, CEO, Big Switch Networks
- Nick Ilyadis, CTO, Broadcom
- Jane Li, Chief Operating Officer, Huawei Enterprise USA
- Arpit Joshipura, Vice President of Product Marketing, Dell
- David Yen, Senior VP/GM, Cisco Data Center Group

The SDN/OpenFlow seminars covered network architecture, OpenFlow, carrier networks, applications, software, and implementations. Panels discussed end user perspectives and future trends. Speakers were from industry leaders including Intel, Cisco, Broadcom, Dell, IBM, HP, Spirent, Brocade, Big Switch Networks, and Orange France Telecom.

Other key sessions included a venture capital panel, 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.

About the Ethernet Technology Summit

Ethernet Technology Summit focuses on the use of Ethernet in all aspect of networking. Key topics include the emergence of 10-Gigabit Ethernet as a key LAN technology on the desktop and in data centers. The Summit also covers the recently approved 40-Gigabit and 100-Gigabit Ethernet standards

and standards efforts at 400Gb and beyond. Furthermore, it includes the use of Ethernet as a carrier backbone and transport method, as well as in storage applications. Other topics of interest are 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.

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