

# INTRODUCING THE ETHERNET ALLIANCE

DAVID J RODGERS

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ethernet alliance

[www.ethernetalliance.org](http://www.ethernetalliance.org)

# The Ethernet Alliance

## A Global Community of End Users, System Vendors, and Component Suppliers

### ➤ Our Mission

- To promote industry awareness, acceptance and advancement of technology and products based on, or dependent upon, both existing and emerging IEEE 802 Ethernet standards and their management.
- To accelerate industry adoption and remove barriers to market entry by providing a cohesive, [market-responsive](#), industry voice.
- Provide resources to establish and demonstrate multi-vendor interoperability.



# Ethernet Alliance Strategy

## Expanding the Ethernet Ecosystem, Supporting Ethernet Development

### ➤ **Facilitate interoperability testing**

- Industry Plug Fests supporting member and technology initiatives

### ➤ **Interoperability Assurance**

- PoE Certification Program

### ➤ **Collaborative Interaction with other Industry Organizations**

- Multiple SIGs, Applications and MSAs
- Industry Consensus Building

### ➤ **Global Outreach**

- Worldwide Membership

### ➤ **Thought Leadership**

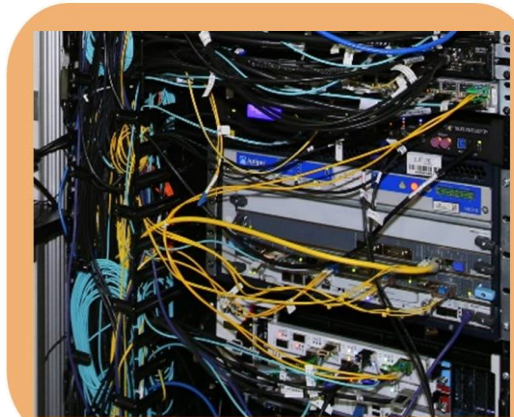
- EA Hosts Technology Exploration Forums (TEFs)
- Technology and Standards incubation

### ➤ **Promotion of Ethernet**

- Industry Analysts
- Education
- Marketing
  - *Trade shows & Panel Presentations*
  - *White Papers, Blogs & Social Media*

# The Ethernet Alliance – (if there was only 1 thing) Investment in Multi-vendor Interoperability

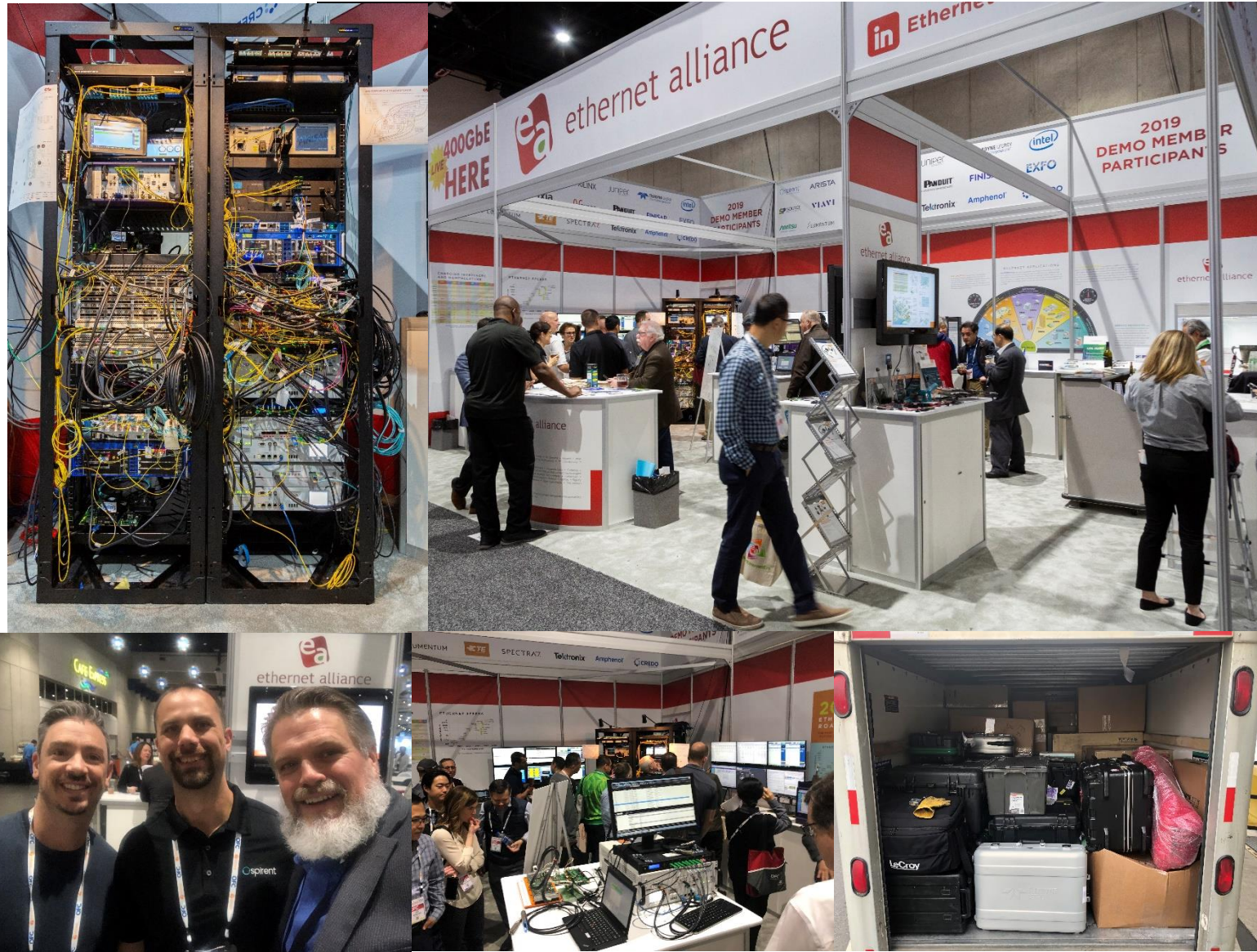
- **Plugfests**
  - High Speed Networking
  - NBASE-T
- **PoE Certification Program**
  - Gen 1 (.3af / .3at)
  - Gen 2 (.3bt)
- **Public Demonstrations**  
**Trade Shows**
  - OFC
  - SC
  - ECOC
  - Other





# OFC 2019

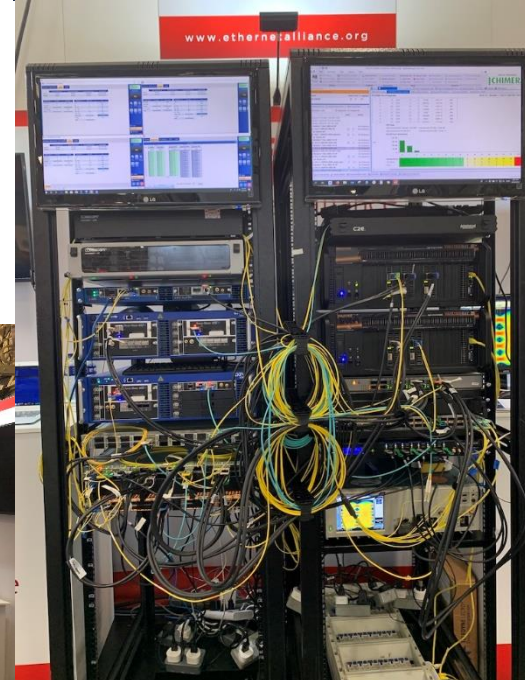
- San Diego, CA
- March 5 – 7, 2019
- In booth demo consisting of 10GbE to 400GbE and all rates in-between
- 8 interactive fibre drop demos to member/OIF OFC booths: 100/200/400GbE and 300G FlexE demos
- **21** Participants included: Amphenol, Anritsu, Arista, Cisco, Credo, EXFO, Finisar, Intel, IXIA / Keysight, Juniper, Lumentum, Nexans Panduit, Source Photonics, Spectral 7 Microsystems, Spirent, TE Connectivity, Tektronix, Teledyne Lecroy, Viavi, Xilinx
- EA Panel - Interoperability – The Foundation of Ethernet Success





# ECOC Exhibition 2019

- Dublin, Ireland
- September 22-28, 2019
- In booth demo featuring 10GbE to 400GbE routers, switches, AOC's, DAC, interconnect, T&M with 50/100/200/400 GbE Optics spanning 100m to 40km
- 9 Participants included:  
Amphenol, Arista, Cisco, CommScope, EXFO, TE Connectivity, Teledyne LeCroy, Tektronix, Xena Networks



# Learn More About Ethernet Alliance

## ➤ Ethernet Alliance:

visit [www.ethernetalliance.org](http://www.ethernetalliance.org);



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## ➤ PoE Certification Program:

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