

Ethernet 40th Celebration / IEEE 802 Mktg Update

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Ethernet 40th Celebration

- Bob Metcalfe can come to Dallas on Nov 11
- Recommend invitation to David Boggs
- Suggest use of at least 1 tutorial session for 40th celebration (full agenda pending Metcalfe acceptance).
- Recommend that travel expenses for Metcalfe and Boggs be covered.
 - Need to identify travel requirements / expenses

IEEE 802.1 / 802.3 Interim Video

- Video footage of 15 different individuals – variety of Ethernet related topics
- Videos for interviewees review pending
- Thanks to Ethernet Alliance for hosting video recording at Victoria Meeting

Other Activities

- Press Release
 - 5/22 IEE-SA 802 40th Anniversary
 - 6/23 – Potential for press release on 30th Anniversary of 802.3 Ethernet Standard
 - Leverage videos in support of Ethernet 40th
- Infographic – in process
- 5/20 IEEE-SA BOG – Korean Press Seminar
 - Wael Diab presented 40th Anniversary

Articles

- Bylines secured:
 - FierceSmartGrid – Ethernet enabling smart grid (deadline TBD)
 - Intelligent Utility – Ethernet's impact on the energy/utility space (deadline TBD)
 - John Day's Automotive – Ethernet in cars (deadline TBD)
 - Wireless Design & Dev – Wireless driving Ethernet Bandwidth (due June 17)