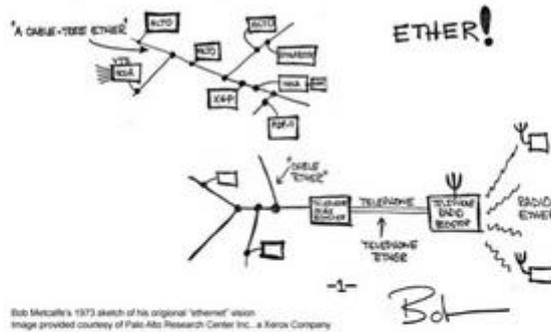


<http://news.sciencenet.cn/htmlnews/2013/5/277717.shtm>

Ethernet 40th anniversary celebrations will be held in the United States

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Ethernet at 22 May 1973 was invented at PARC



MEF President Nan Chen: "In the future there will be a single language to connect the global business and it is not English and it is not Mandarin. It is Ethernet."



Steve Hoover: CEO, PARC leadership in innovation "... partnership is very important."



• Ethernet co-inventor Bob Metcalfe: "We are the pursuit of freedom and prosperity, innovation is the driving engine of this virtuous circle."



Innovation is essential! It drives progress, to make the world a better place! We even rely on innovation to solve the problems created by the innovation itself ...

Because the core of the world economy to the East, the Western world to maintain its innovative culture without being eliminated becomes more important - and oriental giant must also be innovative in order to ensure their rise beyond the "blue collar" state.

Therefore, the network community to celebrate the 40th anniversary of the Ethernet invention, choose to focus more on innovation and development of culture, rather than recalling past glories.

Ethernet birth

Ethernet, and the birth of modern network, can be traced back to May 22, 1973 Xerox PARC (Xerox Palo Alto Research Center), the day • Bob Metcalfe (Bob Metcalfe) drew a map, sent a concurrent memorandum, the first time ever for the first time an overview of Ethernet concepts. As Bob explained: "David and I are • Boggs principal inventor of Ethernet, but we get a lot of help." It is reported that in the patent whose names appear on Chuck Thacker and Butler Lampson also a great contribution. Xerox Palo Alto Research Center (Xerox PARC), Mr. Darling contractors helped develop the transceiver, then David • Liddell, and the list goes facilitator lists.

Place in Silicon Valley, the time is 1970, the air everywhere innovative atmosphere. This is a wonderful story, but it is called the golden age of innovation is beneath essentials. Because Ethernet in the global proliferation has created more fertile culture of innovation, we guarantee Bob said: "We were not Google, is also no internet today innovator in the blink of an eye, you can find almost in their field all previous achievements and the people are working, they can begin to collaborate remotely, so say I now will have the collective wisdom, it is established via an Internet connection, in fact, accelerate innovation. "

Ethernet, 40 years ago, an innovation, the future is being paved for the greater road. How can we ensure that such a thing happen? How best way to maximize this opportunity?

Palo Alto Research Center (PARC) - now a wholly owned but independent of Xerox Corporation, a subsidiary of the Computer History Museum and the MEF is to work together to the Computer History Museum in Mountain View, California for three consecutive events organized to commemorate the Ethernet 40th birthday.

May 22 start of the meeting organized by the PARC explore Ethernet innovation process and cultural history. Then the evening celebrations - including visits to museums, the famous inventor with Silicon Valley face to face communication, charity auction, award

ceremonies, gala dinner and the opportunity to interact with industry experts. The rise of the museum is showing the Ethernet process, from the thick coaxial cable running on 2.94 Mbps network, and today runs on fiber, copper or wireless high-speed Ethernet.

Then, on the 23rd day, there will be all day NetEvents style discussion, debate and industry briefing, where the Ethernet industry leader – now \$ 100 billion a year industry market – with more than 35 countries from around the world of Global IT reporters and industry analysts discussion.

Thank Carrier Ethernet and Metro Ethernet Forum (MEF) seminal work, this two-day conference will be broadcast worldwide, as a young innovators of the future educational opportunities – while providing significant additional activity reports.

How it all started

- According to Bob Metcalfe: "The first one is a single-node Ethernet Ethernet, it is not very interesting, which is a tool for testing and debugging purposes, you can send a message to their own node, then we have two nodes – By the way, we named these two nodes Michelson and Morley, they happen to be two physicists prove ether does not exist, so we think it's a bit ironic – the final string Ethernet cable pick up the whole building. "

What they saw was truly innovative? "In those days, our big innovation is to put each desk is a computer – I know it's hard to believe! That we put in the computer on every desk and in the middle of the corridor with the following drawing coaxial cable, and then everyone from their computers connected to it and it filled the entire building which grow well. "

Benefits are immediate and the other departments would also like to participate in the network up. "So you want to connect up the laboratory, through the Internet protocol, we have established a Xerox research labs across the Internet until the late 1970s, we began to leave Xerox and elsewhere installing Ethernet."

Bob continues to create a 3Com company, she is the first commercial Ethernet card manufacturer. Less than 20 years, Ethernet will repel from the token-based network competition and dominate the LAN space, with the Ethernet connection of the island covering all continents.

The last decade, due MEF (Metro Ethernet Forum) efforts, the development of carrier-grade Ethernet data makes these islands via an Ethernet connection, rather than through the more complex and expensive WAN technologies such as Frame Relay and ATM.

With this celebration coincidence that last year marked a turning point: Carrier Ethernet sales surpassed all the other WAN technology sales combined. Ethernet is now more or less taken over the world.

As MEF President Nan Chen (Nan Chen) had predicted: "In the future there will be a single language to connect the global business and it is not English and it is not Mandarin. It is Ethernet."

Let the flame continues to burn down

Cherish the memory of those who still manage the world via telephone and typewriter pioneering era, Bob recalls: "Even in the 1970s, then, there is the past few decades Silicon Valley tradition of innovation in this tradition, it is expected you will innovation, and innovation will be supported. 1970s in Silicon Valley we have it all. "

The heir to the great tradition of the Palo Alto Research Center, is the current CEO Steve • Hoover (Steve Hoover). He pointed out the importance of an open spirit of inquiry, to balance the requirements of the outcome of intense commercial pressure: "the most important things is to recognize that innovation requires experience of failure and you can not start an event rather than believe it could fail of course, not to see itself fails, the failure is not good, but you can get from learning. "

Steve will be likened to a group of such innovative culture for children 5 years old: "It's always constantly questioning Why is it? Why? Why? This leads to a really good innovation because the more people and more exposed to the basic concepts, they question the status quo, they are willing to change it, break it, if the road fails to stand up again, brushed away the dust and leaving for the next target. "

The important contribution of government and academia

40th birthday celebrations will focus on the key elements of discussion about in today's global competitive environment to cultivate and maintain this dynamic spirit of innovation needs. This goes beyond the purely commercial considerations, innovation and prosperity of national pride - and even survival is crucial. Therefore, the Government is also concerned.

Steve • Hoover pointed out that the business world sometimes forget the past contribution of the government: "If you look back at the history of the Internet, Arpanet was initiated by the Government, without whose foresight to invest in these basic functions, I do not believe now may occur such huge commercial impact. "

"Today at Xerox PARC we strive to repeat this pattern over and over again." Steve is very keen on getting the government involved in supporting this work, he said: "The

government must recognize the business to invest in basic research and are willing to investments. Such partnerships – government investment in core competencies and new areas to take on some higher risk, coupled with the industry’s investment and take full advantage of its capabilities – This partnership is very important. ”

Another important partnership will join the May meeting of the debate – between business and academia partnership. • Bob Metcalfe has many roles, he is now the University of Texas, Austin, Director of Innovation. This role made him a unique insight into what really motivates innovators today: “We are the pursuit of freedom and prosperity, innovation is the driving engine of this virtuous circle.”

Bob recognizes there are many forms of innovation, and there are many ways to encourage it, but in this role, he is particularly concerned about like Palo Alto Research Center and research universities such places bred that way, not just professors also teach do real research: “They produce research into products that they produce students to become products. then the students is the best carrier, is an innovative concrete, because they will these innovations to market.”

This will be seeded into the world of business innovation in two ways, he explained: “The existing large companies through open innovation process using these innovations, there is my favorite type – the creation of innovative start-ups, these innovation and expand its good to pack to the world market. ”

Welcome to the Future

Carrier Ethernet technology will be used to transmit these meetings all over the world, not only shows the Ethernet has been achieved, but more importantly, planting new ideas and inspiration to the next generation of innovators and entrepreneurs worldwide.

As Bob explained that the networks and the Internet has given this generation of “collective intelligence” and so many things that can work together Fun includes access to all of the achievements has been reached, both past and present, access to the successes and failures . So who knows another decade Ethernet 50th anniversary will take what form? Future what awaits the next generation of innovators and entrepreneurs?

On May 22/23 of the full details of day activities, please visit the link:<http://www.netevents.org.uk/portfolio/global-summit>

About the upcoming events, including the Bob and Steve Metcalf • • Hoover interview, please watch the video: <http://www.youtube.com/embed/wp1YUcWwRww>

Or ‘alignment channels’ on May 22 and 23 May the site to watch the meeting:

<http://www.netevents.org.uk/global-netevents-summit-live>