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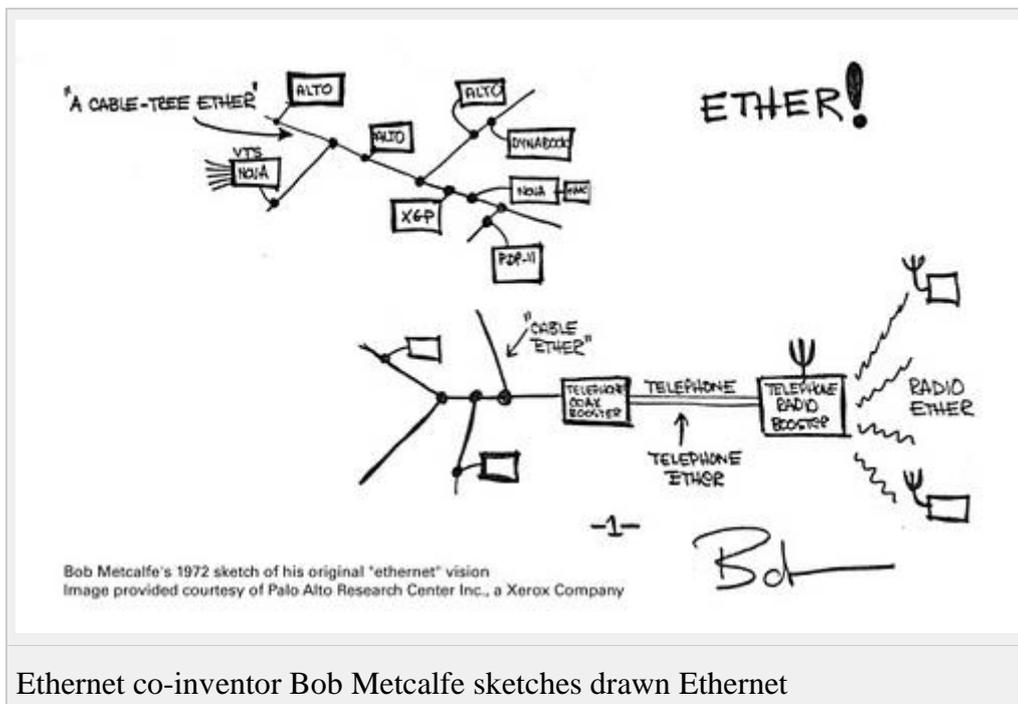
Ethernet 40 anniversary album glimpse into the origins of how Ethernet lead times of 40 years

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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" status.

Therefore, the Internet community to celebrate Ethernet invented 40 years, choose to focus more on innovation and development of culture, rather than recalling past glories.

Ethernet birth



Ethernet co-inventor Bob Metcalfe sketches drawn Ethernet

Ethernet as well as the birth of the modern Internet - can be traced back to May 22, 1973 Xerox PARC (Palo Alto Research Center), the day Bob Metcalfe drew a map, and send a memo for the first time an unprecedented overview of the B The concept of the network too. As Bob Metcalfe explained: "David Boggs and I are the main inventor of Ethernet, but we get a lot of help." In addition, the patent whose names Butler Lampson and Chuck Thacker also contributed greatly. Mr. Darling contractors Xerox PARC helped develop transceiver, then David Liddle, 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, Bob Metcalfe on our guarantee, said: "We were not Google, has not yet Internet. Innovators today you can find in the blink of an eye Almost all of them before the field results and people who are working and they can begin to collaborate remotely, so we now have what I call the collective wisdom, it is through the Internet connection established, 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 to maximize the opportunity to do as much as possible?



In San Francisco Computer History Museum in Mountain View, so far the most complete collection of information on computers were invented

Xerox wholly owned but independent subsidiary-PARC, Computer History Museum and MEF are working together in the Computer History Museum in Mountain View, California, held three consecutive activities to commemorate the 40th birthday Ethernet.

May 22 start of the meeting organized by the PARC, exploring 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 museum will showcase Ethernet rise of the process, from 2.94 Mbps on the coaxial cable network, and today runs on fiber, copper or wireless high-speed Ethernet network.

Then, on the 23rd day, there will be all day NetEvents style discussion, debate and industry briefing, where the Ethernet industry leader - now billions of dollars a year industry market - with more than 35 from around the world national and global IT industry analyst discussion reporters.

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 a large number of additional activities coverage.

How it all started



Xerox's Palo Alto Research Center is located, there are many computer technologies are now originated

According to Bob Metcalfe, said: "The first Ethernet is a single-node Ethernet, it is not very interesting, which is a tool for testing and debugging purposes, you can send information 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 that Ethernet does not exist, so we think it's a bit ironic - the ultimate Ethernet Lu cable series of the entire 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 hallway in the middle of the following pull coaxial cable, and then everyone from their computers connected to it, so it will grow to fill the entire building. "

Benefits are immediate and the other departments would also like to participate in the network up. "Laboratory and would like to connect up via 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 way. "

Bob Metcalfe continues to build a 3Com company, she is the first commercial Ethernet card manufacturer. Less than 20 years, Ethernet will rebel from the competition based on Token Ring networks, and to dominate the LAN market, 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 only makes these islands of information through the 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 for the first time surpassed all other WAN technologies aggregate sales, 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 global business, not English, not Chinese, but will be Ethernet."

Let the flame continues to burn down

Cherish the memory of those who still manage the world via telephone and typewriter pioneering years, Bob Metcalfe 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. "



MEF President Nan Chen: "In the future there will be a single language to connect global business, not English, not Chinese, but will be Ethernet."

This makes identifying the key elements of that tradition is more important, in order to encourage them today and keep the flame burning innovation. As Bob Metcalfe explained: "It starts from the people - people involved in such a microcosm of the free enterprise system, a great respect for science, education, engineering, entrepreneurship and business systems." Once the pragmatist, Bob Metcalfe wryly adds: "Incidentally, there is climate - I mentioned climate yet?"

The heir to the great tradition of PARC is incumbent CEO Steve Hoover, he pointed out the importance of an open spirit of inquiry, to balance the requirements of the outcome of intense commercial pressure: "One of 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. "



PARC is currently CEO Steve Hoover: "... partnership is very important."

Steve Hoover will be likened to a group of such innovative culture for children 5 years old: "It's always been questioned Why is it? Why? Why? This leads to a really good innovation because people are increasingly exposed to the basic concept, 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 how to compete in today's global environment, develop, 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 that may occur such huge commercial impact. "

"Today in the Xerox Research Centre of our efforts Pike again and repeat this pattern over and over again." Steve is very keen on getting the government involved in supporting this work, he pointed out that the need to recognize that: "The Government must recognize to be invested basic research and are willing to invest. Such partnerships - government investment in core competencies and new areas to take on some higher risk, coupled with industry 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 at Austin, Director of Innovation. This role provides his unique insight into what really motivates innovators today: "We seek freedom and prosperity, innovation is the driving engine of this virtuous circle."

Bob Metcalfe admit there are many forms of innovation and there are many ways to encourage it, but in this role, he is particularly concerned about PARC and research universities such as local bred that way, the professor is not only teaching, but also do real research: "They produce research into products that they produce students to become products. then students are the best vehicles, 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: "Existing large companies through open innovation process using these innovations,



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

there is my favorite type - the creation of innovative start-ups, these innovations make good packing and expand its scale to the world market. "

Welcome to the Future

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

As explained Bob Metcalfe, networks, and Internet has given this generation of "collective wisdom" and so much Fun things can work together, including access to all of the achievements has been reached, both past and present access success and failure. So who knows another decade Ethernet's 50th anniversary will take what form? Future what awaits the next generation of innovators and entrepreneurs?

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

About the upcoming events, including Bob Metcalfe and Steve Hoover interview, please watch the movie: <http://www.youtube.com/embed/wpIYUcWwRww>

Or on May 22 and 23 May the site to watch the meeting: <http://www.netevents.org.uk/global-netevents-summit-live>