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Extreme Networks 18-Wheel Truck Hits the Road on National Tour

"Network Liberation Tour" Brings Hands-On Cloud, SDN and Network Mobility Demonstrations to Customers in Semi-Trailer Truck

SANTA CLARA, Calif., Oct. 3, 2012 /PRNewswire/ -- Extreme Networks, Inc., (Nasdaq: EXTR) today launched its 'Network Liberation' Truck Tour in North America, which features a fully-customized 18-wheel semi-truck built to showcase intelligent networking solutions for data centers, campuses, mobility, and physical security.

The truck made its debut at the company's Global Partner Conference today in Miami, and in the coming months will visit industry trade shows, partner sites, sporting events, and customer locations in all regions of the country — bringing the hands-on experience of the cloud, SDN and mobility. Cities such as New York, Boston, Chicago, Dallas, San Francisco, Salt Lake City, and Las Vegas are on the tour.

The tour provides Extreme Networks and its partners with an interactive and engaging way to better educate customers and let them experience real solutions hands-on. The truck combines elements of an Executive Briefing Center (EBC), an interactive classroom, and lounge. It features 1,200 square feet of space to showcase next generation network technologies. Demonstration areas on the truck will provide customers with hands-on exposure to the latest innovations with a touchscreen presentation board, and breakout meeting areas.

"Extreme Networks mission from the start is to liberate customers from complexity and cost through innovation. The Network Liberation Tour allows our customers, prospects and partners to get to know us and experience the breadth of our technology first hand," said David Ginsburg, CMO for Extreme Networks. "This interactive approach will enable guests to experience our technology with an immediacy and impact not often possible via online or web-based venues with a hands-on approach to learning."

Supporting Quotes:

"The Network Liberation Tour demonstrates Extreme's ongoing commitment to its channel partners, allowing us to bring Extreme Networks state-of-the-art technology to their doorsteps," said David Rudnick, vice president at PC Solutions. "With a dedicated classroom designed for customer education and fully customizable content aimed at meeting customer specific needs, the tour brings highly relevant and valuable information directly to our customers."

"As technology continues to evolve, it is mission critical that we help our customers understand how the latest solutions are designed to assist them in achieving long-term IT and business goals," said Gordon Martin, president and CEO at Peak Uptime. "Extreme Networks Network Liberation Tour provides our customers with a hands-on, interactive experience, and allows us to offer on-the-spot expert guidance to assist our customers with today's networking challenges."

"Educating our existing customers is a key element of our continued growth and success," said Tom McDougall, president and CEO at High Point. "Extreme Networks Network Liberation Tour offers us a fully customizable mobile exhibition — including branding, promotional materials, presentations, and even meeting agendas — designed to showcase the benefits of Extreme Networks solutions in a highly engaging format."

"Extreme Networks' Network Liberation Tour educates customers on key considerations for their next network deployments," said Joe Kimpler, director of technical alliances at QLogic. "Partners and end-users have an opportunity to see first-hand how coupling Extreme's leading solutions with QLogic current and next-generation technologies can seamlessly deliver converged networks that will fit with their long-term networking strategies and meet their unique business requirements."

"High performance storage is a critical component of data centers as the amount of electronic information that must be processed and stored continues to grow exponentially," said Thomas Isakovich, CEO and founder of Nimbus Data. "The ability to connect low-latency Nimbus flash memory arrays directly into the core of the data center network maximizes performance while minimizing operational cost and complexity. Customers participating in the Network Liberation tour can see how the combined Nimbus Data and Extreme Networks solutions provide customers with next-generation converged Ethernet storage designed to meet the data deluge head-on."

"High-performance is key for the needs of today's agile and always growing network, and in order to optimize and manage that performance real-world validation and testing is critical," said Michael Haugh, senior market development manager of Ixia.

"Extreme Network understands this, and is using Ixia solutions during the Extreme Network Liberation Tour to demonstrate to enterprises how its equipment stands up under real-world network traffic behavior."

"It is great to see Extreme Networks develop solutions specifically for the video surveillance marketplace," said Reinier Tuinzing, strategic alliances manager of Milestone Americas. "The Extreme Networks Network Liberation Tour will bring their customers a hands-on experience demonstrating the ease and capabilities of IP video surveillance."

"Physical security is moving onto the network, and a rock solid infrastructure is crucial for quality and reliability," said Vince Ricco, business development manager, Technology Partner Program, Axis Communications, Inc. "Axis Communications is excited to partner with Extreme Networks on the Network Liberation Tour providing customers with interactive demonstrations showing the adoption of more effective physical security through IP-based, digital devices."

For more information about the Network Liberation Tour and a photo of the truck, please visit:
www.extremenetworks.com/go/truck.

About Extreme Networks

Extreme Networks is a technology leader in high performance Ethernet switching for cloud, data center and mobile networks. Based in Santa Clara, CA, Extreme Networks has more than 6,000 customers in more than 50 countries. For more information, visit the company's website at <http://www.extremenetworks.com>.

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