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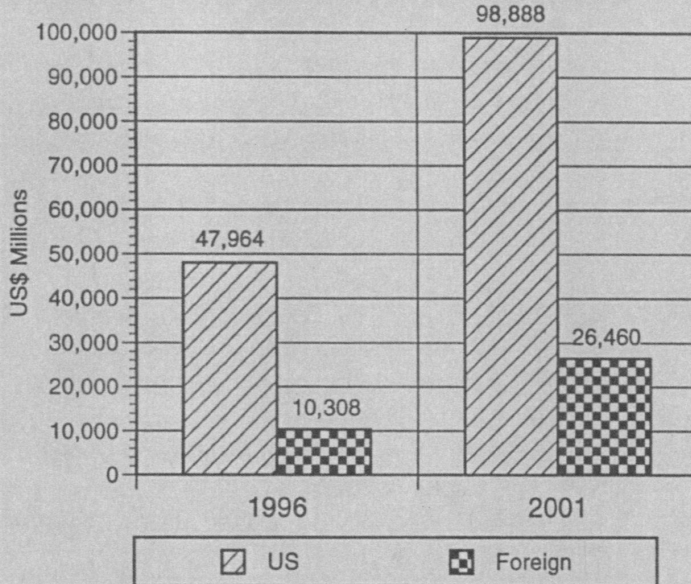
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LOCAL AREA NETWORKS  
Newsletter Covering  
Worldwide Technology  
Trends, Applications,  
and Market Opportunities

Vol. 15 No. 2

February 1997

### Worldwide Software Market, 1996-2001



Source: BCC

(See Related Article, Page 5.)

#### ASTRAL Vendors Examine Methods for Preserving Token Ring Investments

On February 7, The Alliance for Strategic Token Ring Advancement and Leadership (ASTRAL) issued a new guide for to-

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Providing for a smooth integration from an all token-ring network to one that is ATM backbone-based and, eventually, all ATM, will result in hybrid networks consisting of ATM and token ring. These networks will be the norm in the coming years, according to the report.

As part of a typical token-ring-to-ATM migration strategy, networkwide virtual LANs (VLANs) may be implemented to overcome the problems that may occur when switched LANs grow into large, enterprisewide networks. VLANs, which promise to make physical and logical moves easier and reduce unnecessary broadcast traffic, are appealing to many network administrators, due to increases in workgroup dynamics and information broadcasting. However, the report notes that in the absence of standards for VLAN transmission, almost all current VLAN solutions are proprietary. "Therefore, if you are implementing a VLAN solution for your network in the near future, you may have to depend upon a single-vendor, non-standard solution."

The report adds, "For long-range plans, look to interoperability evaluations of ATM and emerging IEEE 802 VLAN standards to see if they will deliver on their promise."

For further information, contact ASTRAL, Tel: (415) 328-5555 ext. 131, e-mail: 103176.1150@compuserve.com, WWW: <http://www.astral.org>.

## BUSINESS

### MegaDrive Selects Emulex Adapters to Enable Fibre Channel Connectivity to Aria Systems

Emulex Corp. and MegaDrive Systems have announced an OEM relationship. MegaDrive will offer the Emulex LightPulse Fibre Channel PCI bus adapter card to provide server and workstation connectivity for MegaDrive's next-generation Fibre Channel-based Aria storage system.

MegaDrive's recently-introduced Aria system is an intelligent, scalable storage system designed for the needs of high-throughput, data-intensive applications, such as animation, special effects, film, post-production and broadcast. Based on the Fibre Channel Arbitrated Loop standard, which serves both high-performance input/output (I/O) and networking requirements, Aria is also suited for campus and remote-site shared storage and network connectivity applications.

"Our vision in introducing the Aria was to provide a comprehensive range of exceptionally high-performance and expandable Fibre Channel-based storage solutions that transcend the limitations of SCSI. Supported by the Emulex LightPulse adapter, our new Aria systems will be able to meet and exceed, for the first time, emerging customers' requirements, such as multiple full-frame streams of uncompressed video and dozens of users accessing an image bank in a digital post-production facility," said Alex Bouzari, president of MegaDrive.

"Given the unsurpassed performance of the Aria system, our users will require the fastest Fibre Channel adapters the market has to offer. Our multivendor adapter testing revealed the Emulex LightPulse adapter to be exceptional in performance, reliability and robustness and our top choice for Fibre Channel connectivity."

"As a leading supplier of high-performance, high-capacity storage solutions, MegaDrive's early endorsement of Fibre Channel has helped spur growing enduser demand for the performance, connectivity and flexibility of this technology," said Paul Folino, president and CEO of Emulex Corp. "With their strong presence in the digital video, broadcast and pre-press markets, we are pleased to welcome MegaDrive to the growing family of industry leaders endorsing the Emulex Fibre Channel LightPulse adapter."

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MegaDrive began offering Aria Fibre Channel storage solutions with Emulex LightPulse Fibre Channel products in the fourth quarter of 1996. The LightPulse line of adapter cards, hubs and accessories is currently available directly from Emulex.

For further information, contact Scott Ruple, Emulex Corp., Tel: (714) 513-8146 or Sabrina Freed, MegaDrive Systems, Tel: (818) 700-7663.

### SMC Reduces Prices for its Fast Ethernet Network Cards by 40 Percent

Standard Microsystems Corp. (SMC) announced that the suggested retail price (SRP) of its EtherPower 10/100 Fast Ethernet PCI network card has been reduced by over 40 percent. According to SMC, this price reduction establishes it as the retail price leader in the Fast Ethernet network card market, surpassing both 3Com and Intel.

In 1996, SMC declared its commitment to provide comprehensive and cost-effective Fast Ethernet networking solutions via its SMC Connect 100 strategy. Since that time, the company said it has implemented a variety of sales, marketing and educational programs to broaden the availability of Fast Ethernet as the emerging networking standard to the mass market. These programs include interactive Web-based tools, a series of North American symposiums attended by over 1,000 endusers and resellers and promotional activities for North American resellers, such as product bundles with free Fast Ethernet hubs or network cards.

"Until now, the majority of Fast Ethernet cards sold have been installed into 10 Mbps networks with the intent of 'future-proofing' until the arrival of cost-effective Fast Ethernet solutions," said Lance Murrah, senior vice president and general manager of SMC's system products division. "That future is now. These reductions bring SMC's price for full Fast Ethernet connectivity, including adapter and hub, to under \$200 per port, which will rapidly accelerate the migration to Fast Ethernet as the preferred choice for all desktops."

EtherPower 10/100 Product	Current Suggested Retail	New Suggested Retail	Per Unit Cost
SMC9332BDT	\$164.00	\$95.00	\$95.00
SMC9332BDT-05	\$770.00	\$460.00	\$92.00
SMC9332BDT-20	\$2,880.00	\$1,740.00	\$87.00
SMC9332BDT-50	\$7,100.00	\$4,050.00	\$81.00

"With price reductions such as these, there is no option anymore. SMC's 10/100 card should be implemented in every new workstation and server in a networked environment," said Tom Corona, owner of Network Communications and Services, a reseller in Syracuse, NY. "With other networking hardware prices falling, 100 Mbps technology is a viable solution for small to mid-size networks, as well as large. FastEthernet answers the need for speed."

For further information, contact Claudine M. Martini, SMC, Tel: (516) 435-6893, e-mail: [claudine.martini@smc.com](mailto:claudine.martini@smc.com).

### MRV Communications Announces Joint-Development Relationship with Digital Equipment Corp.

MRV Communications Inc., a manufacturer of enterprise LAN connectivity and fiber optic transmission, has signed a joint-development agreement with Digital Equipment Corp. for certain

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future LAN switching products. Terms of the agreement were not disclosed.

For further information, contact MRV Communications Inc., Tel: (818) 886-MRVC or Linda Pugliano, Digital Equipment Corp., Tel: (508) 486-6617.

## MARKET INTELLIGENCE

### Computer Software Market Soars to \$125 Billion

The computer software market is in a constant state of flux. Software companies succeed and fail based upon the latest technology or consumer trend. The product cycle for software for many companies is 6-12 months, while for others, it is 12-18 months. In order to compete in such an aggressive market, software manufacturers are finding it necessary to spend more of their capital on research and development in order to be the first to introduce the latest technology. Often, smaller companies are driven out of the market by large companies that dictate the industry standards. As a result, the majority of the industry is comprised of only a few software manufacturing giants.

According to a newly-released Business Communications Company Inc. (BCC) study, *Computer Software Markets*, the entire world purchased \$58.3 billion of software in 1996, ranging from operating systems and office automation software to Web browsers. By the year 2001, worldwide software sales will have increased to over \$125.3 billion, growing at an average annual rate (AAGR) of 16.6 percent.

BCC foresees the Internet continuing to grow at a rapid yearly rate. Internet software includes browsers, Web servers, Web authoring tools and security software. The non-Internet software segment includes operating systems, enabling software, networking applications, office automation, professional products and home products. Most areas of software have seen dramatic increase due to the introduction of new operating systems and the expectations new software brings.

The US software market stood at \$48 billion in 1996 and is projected to increase to \$98.8 billion in 2001, an AAGR of 15.6 percent. Foreign markets had a 1996 value of \$10.3 billion and will be \$26.4 billion in 2001, an AAGR of 20 percent. Both markets include non-Internet, as well as Internet, software.

BCC predicts that as the economies of the world become more stable and consumers fill their homes and offices with computer equipment, various industries will capitalize on the popularity of computer software and eventually escalate into burgeoning markets.

*Computer Software Markets*, order number RG-032N, is available from BCC for \$2,750.

For further information, contact Michael Harris, Business Communications Company Inc., Fax: (203) 853-0348.

### Dataquest Reports Robust Growth for Remote Access Systems Market

As telecommuting and the Internet become more prevalent in the next few years, the worldwide remote access systems market will grow from \$4 billion in 1996 to \$12.2 billion in the year 2000, according to Dataquest. The remote access systems market consists of remote-access servers, concentrators and low-end routers. While the market is poised for rapid growth, small vendors will struggle to survive in the marketplace.

"Increased competition in the remote access systems market will favor larger vendors, and small players will find themselves forced out of the market because of declining profit margins and

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