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FOR IMMEDIATE RELEASE

New *iGR* study forecasts the expected global deployments of LTE metrocells

LTE metrocells will be one part of the Het-Net solution to meet the growing demand for mobile data

AUSTIN, Texas, September 10th, 2013 – LTE probably will not be enough – at least not in the macrocell. To meet the rising demand for mobile data, operators will need to pursue a multi-pronged approach to upgrading and backfilling for capacity and throughput on their cellular voice/data networks. This approach, which combines RAN upgrades, new licensed spectrum, WiFi, small cells of various types, and distributed antenna systems (DAS), is typically referred to as the heterogeneous network or het-net.

One type of small cell used in the het-net is the metrocell, which provides additional coverage and/or capacity in a given urban area. Metrocells are, essentially, a small base transceiver station (BTS), antennas and baseband in a self-contained case that is usually deployed on lampposts or sides of buildings or anywhere else that has power and backhaul.

“Often, mobile data demand is not spread uniformly across a macrocell’s coverage area, but instead occurs in several smaller areas where a lot of people tend to be located, such as commuting hubs or shopping areas,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “Metrocells are used to address these pain points.”

iGR’s new market research report, *Global LTE Metrocells Forecast, 2012-2017: Addressable Market and Deployments*, provides a forecast of the total addressable global market for 4G LTE metrocells and a forecast for the expected actual global deployments of LTE metrocells. In addition to forecasting at the global level, the report also forecasts the addressable market and deployments for each of the following six regions: North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan.

The following key questions are addressed in the new research study:

- What is a metrocell?
- How do metrocells fit into operators' evolving networks?
- Where are metrocells most likely to be located? What's their role?
- How much mobile data do end users in all global regions consume and/or demand?
- How much mobile data capacity will be required in the next five years?
- How many metrocells are forecasted to be deployed?
- Which regions of the world will see the greatest demand for metrocells?
- How does the forecast for metrocell deployments compare to the metrocell total addressable market?

The information in this report will be valuable for:

- Mobile operators
- Infrastructure OEMs
- Small cell product and solution vendors
- Backhaul service providers and equipment OEMs
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR's* website at www.igr-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@igr-inc.com for additional details.

About iGR

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its thirteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.