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FOR IMMEDIATE RELEASE

New iGR study examines the increasing bandwidth demand of the Connected Car Market in the U.S.

iGR provides 5-year forecast of connected car solutions and their impact on mobile data networks

AUSTIN, Texas, December 5th, 2013 – Connected car solutions, which require the availability of broadband service, are becoming increasingly popular in the U.S., where consumers are reliant on their automobiles, as well as their smartphones and tablets. Over the five-year period between 2012 and 2017, the number of connected cars in the U.S. is expected to grow at a CAGR of 142 percent as new applications become more readily available in cars.

These connected car solutions will increase the bandwidth demand on an already congested 3G/4G mobile data network. Thus, U.S. operators will need to continue to build out their LTE infrastructure, not only to keep up with U.S. consumers' smartphone and tablet usage, but also to provide sufficient capacity and coverage for the growing connected car market. A further challenge is that in-car data use will primarily occur at commuting times, which are already peak mobile data usage times.

"The U.S. operators will have to ensure that the macro network alone can support the connected car services," said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. "Because the vehicles are by definition moving, small cells and WiFi hotspots are unlikely to provide all of the necessary coverage and capacity."

iGR's new market research report, *U.S. Connected Car Market Forecast, 2012 – 2017: Infotainment on Four Wheels*, defines several connected car services, highlights the products in the market today, and discusses the challenges of implementation. The report also highlights consumers' interest in the market, as defined by a survey of over one thousand U.S. consumers. The report includes a five-year forecast for the number of connected cars in the U.S. and their associated data usage. Finally, it includes profiles of dozens of companies that provide products in this developing market.

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

- What are different types of connected car services and which solutions are currently available?
- What are some of the challenges that surround connected car services?
- What connected car products are being offered by major automakers?
- What are the driving habits of U.S. consumers and how do they currently use in-car technology?
- How interested are U.S. consumers in connected car services and how would they like to pay for these services?
- What is the five-year forecast for the number of connected cars and their associated data usage for U.S. connected car market?
- Who are some of the companies that provide products or services in the connected car market?

The information in this report will be valuable for:

- Developers of mobile apps
- Mobile device OEMs
- Mobile service providers
- Car and vehicle manufacturers
- Financial and investment analysts.

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; 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.