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FOR IMMEDIATE RELEASE

*iG*R market studies provide forecasts for Small Cell and Het-Net Architectures

New market studies analyze the architectures and discuss their role in meeting rising mobile data demand

AUSTIN, Texas, February 14th, 2014 – As mobile data traffic continues its exponential growth, mobile operators are pursuing a multi-pronged approach to upgrading and backfilling for capacity and throughput on their cellular networks. This heterogeneous network (Het-Net) approach combines RAN upgrades, new licensed spectrum, WiFi, small cells and distributed antenna systems (DAS).

*iG*R, a market research consultancy focused on the wireless and mobile industry, has released several major research studies recently, which analyze and provide detailed market forecasts for various small cell and het-net architectures. Following is a list of the studies, which can be purchased and downloaded directly from *iG*R's website, *iG*R-inc.com

- **Het-Net Data Traffic Forecast, 2013 - 2018**

This report is based on a traffic model that determines how much cellular data, wired home broadband data, and WiFi offload data will be used in the U.S. through 2018. The model uses a time-of-day variable, which shows exactly when data usage spikes or pain points are likely to occur and the magnitude of the spikes. This het-net forecast shows, on average, how much data is being used on which networks.

- **U.S. DAS Market Forecast, 2012 – 2017: Installations, Tenancy, OpEx and CapEx**

Distributed Antenna Systems (DAS), which are characterized by multiple antennas connected to processing units that are distributed throughout a network, are typically deployed to improve coverage in large buildings or venues. This market study defines DAS architecture, overviews use cases, provides profiles of dozens of DAS vendors, and gives a five year forecast for the number of DAS installed in the U.S., as well as the total addressable market.

- **HetNet Bandwidth Demand Model**

*iG*R's HetNet Bandwidth Demand Model shows the usage in each of the five components of a HetNet: Home WiFi, Mobile Broadband, User Driven WiFi Offload, Carrier Driven WiFi Offload, and WiFi Only devices. The Excel model uses four inputs: the population of the market to be modeled, the number of households, the type of market to be modeled (urban, metropolitan, rural or national), and if WiFi Offload should be included. The results of the model include the total bandwidth consumed in gigabytes per month, the number of users, and the usage by time of day for each component of the HetNet. Both a full version, as described here, and a simplified free version are available.

- **Global LTE Metrocells Forecast, 2012-2017: Addressable Market and Deployments**

This market study provides a forecast of the total addressable global market for 4G LTE metrocells (outdoor small cells) and a forecast for the expected actual global deployments of LTE metrocells. The forecasts are provided at both the global level and the six regions of the world.

More information on these market studies is available on *iG*R's website at www.*iG*R-inc.com, where the reports can also be purchased and downloaded. Alternatively, contact Iain Gillott at (512) 263-5682 or at Iain@*iG*R-inc.com for additional details.

*About iG*R

*iG*R 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 *iG*illottResearch, *iG*R is now entering its fourteenth year of operation. *iG*R 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.

*iG*R researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; 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.