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New *iGR* study shows how DSRC implementation will be a significant opportunity for Wireless and Mobile technology OEMs

Study shows how Dedicated Short Range Communications (DSRC) can be used to provide safer roads

AUSTIN, Texas, July 7th, 2014 – Dedicated Short-Range Communications (DSRC) presents an opportunity to make streets safer, travel easier and minimize the impact vehicles have on the environment. While the technology could have significant benefits when deployed and fully adopted, the market for DSRC remains nascent. The technology faces many challenges that must be overcome before commercialization, including the presence of competing industry organizations that would like to use the spectrum dedicated to DSRC.

DSRC is a fast, short-to-mid range, two-way wireless technology for vehicle communications. It provides vehicles and infrastructure the ability to report information and “talk” to one another, with information exchange at a rate of 10 times per second, providing the vehicle and the driver with greater situational awareness. Due to its low latency and high data transmission speeds, DSRC lends itself to situations where there is an immediate need for information, such as when a driver must be warned of an oncoming vehicle. The focus of DSRC is reducing millions of accidents that result in fatalities and injuries.

“There are currently no mandates in the U.S. for a DSRC rollout, and many questions regarding funding and deployment remain,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “However, in recent testing this technology has shown great potential for increasing driver safety, and it presents a significant opportunity for the wireless and mobile industry – tens of billions of dollars in new infrastructure.”

iGR's new market study, *Dedicated Short Range Communications: Wireless Technology for Safer Roads*, examines DSRC services, recaps major testing initiatives and trials in the U.S., discusses the barriers and drivers of the technology, and presents information on likely deployment of

DSRC for vehicle-to-vehicle and vehicle-to-infrastructure uses. It also presents a cost estimate to build out DSRC in the U.S. and Europe.

The following key questions are answered in the new market study:

- What is DSRC, and why is it useful for vehicle safety applications?
- What types of vehicle-to-vehicle and vehicle-to-infrastructure applications does DSRC allow for?
- What are the benefits of DSRC, and what are some business challenges and spectrum challenges the technology needs to overcome?
- How has the government tested DSRC, and when are DSRC mandates expected?
- How much will DSRC cost to build out in the U.S. and Europe, and what are the opportunities for infrastructure vendors and vehicle OEMs?

The information in this report will be valuable for:

- Automotive manufacturers and suppliers
- M2M providers
- Technology and ITS vendors
- Infrastructure providers
- Mobile device OEMs
- Mobile service providers
- 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 fourteenth 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 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.