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FOR IMMEDIATE RELEASE

***iGR* to moderate discussions on current Wireless and Mobile Industry topics at CCA Global Expo in Atlanta**

Iain Gillott will moderate two discussions on Thursday, March 26th

AUSTIN, Texas, March 11th, 2015 – Mobile carrier executives, technology experts, network builders and industry analysts will meet at the CCA Global Expo in Atlanta March 24th through 27th in order to discuss a range of topics that affect competitive carriers and the mobile ecosystem. Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry, will moderate the following two sessions on Thursday, March 26th:

Session 301: Consumer and Enterprise Wireless Video Opportunities for Smaller Carriers (The Bottom Line: Business/Finance)

This session will identify new opportunities for carriers to market video services to the enterprise and consumer. Tier 1 carriers are deploying LTE Broadcast capable networks at a fast pace. IPTV and content is expensive. Are there strategies smaller carriers can leverage for delivering profitable broadcast and VoD services in their markets? This session will focus on alternatives: business models, selling to enterprises, spectrum management, ensuring your networks are ready for the consumer and enterprise video streaming tsunamis.

Session 404: 5G: Anticipating the Coming Business and Policy Challenges (Policy & Trends)

As consumer demand on the network continues to grow, carriers and OEMs are already looking to the next generation of technology for greater efficiencies. To be ahead of the curve, decision makers need to consider not only the business case but the policy implications of moving to 5G, and how the two intersect. Join this dynamic conversation between business actors and policy advocates to discuss next-generation roaming agreements, facilities siting issues and net neutrality regulations, among other topics.

Registration for the event, as well as more information, is available on the [CCA Global Expo site](#). For more information regarding Iain Gillott's participation in the event or to schedule a time to meet with him in Atlanta, please contact Iain at (512) 263-5682 or at Iain@iGR-inc.com.

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 fifteenth 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.