



Contact *iGR*

Iain Gillott

(512) 263-5682

iain@iGR-inc.com

FOR IMMEDIATE RELEASE

***iGR* launches a series of Sponsored Research reports**

Reports will cover a range of Wireless and Mobile Industry topics

AUSTIN, Texas, April 16th, 2015 – *iGR*, a market research consultancy that has focused on the wireless and mobile industry for the past 15 years, is launching a new series of Sponsored Research reports. The initial three reports will draw from a series of detailed U.S. Consumer Primary Surveys and will present original, differentiated data that is completely exclusive to the sponsored reports. The proposed Sponsored Research titles are:

- Demand and Opportunities for In-building Wireless Solutions
- What Consumers Want from Mobile Voice
- Consumer Views on WiFi Services.

In order to maintain exclusivity, *iGR* will accept sponsorship from a maximum of *FIVE* companies for each Sponsored Research report.

Once the primary research is complete and the report is written, *iGR* will interview each Sponsor and prepare a detailed profile of their company, strategy and product as required. Each profile will then be included in the Sponsored Research report.

Distribution of the report will be by *iGR* and each Sponsor. *iGR* will promote the Sponsored Research report on the home page of its website. *iGR* will also:

- Issue a press release announcing the availability of the Sponsored Research report.
- Issue a separate press release for each Sponsor, announcing their participation and including a quote from a Sponsor executive.
- Promote the Sponsored Research report to *iGR*'s current list of industry contacts.
- Promote the Sponsored Research report to one of the major wireless industry publication's email list and newsletter readers.

Each Sponsor will benefit in the following ways from supporting *iGR*'s Sponsored Research reports:

- Each Sponsor's brand will be prominently displayed on wireless and mobile industry thought leadership content.
- Exclusivity is limited to **FIVE** sponsors per report.
- Detailed company profiles of each sponsor will be included in the report to demonstrate product/solution leadership, etc.
- Each Sponsor's brand will be promoted through multiple channels including press releases, *iGR*'s distribution list and website, a webinar, and the newsletter/email list of one major wireless/ mobile industry publications.
- Sponsors will have the ability to distribute the report as needed (after obtaining prior agreement with *iGR*), including posting to Sponsor's own website.
- Sponsors will have access to all leads generated by *iGR*'s promotion of the Sponsored Research report, including leads from the major wireless and mobile industry publication promotion.
- Sponsors will be able to participate in an *iGR* webinar to promote and discuss the research.

For more information on *iGR*'s Sponsored Research, please contact Iain Gillott 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 in 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 wearables; 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.