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FOR IMMEDIATE RELEASE

iGR to launch its In-building Wireless Solutions Sponsored Research report

Report will be first in iGR's new series of Sponsored Research

AUSTIN, Texas, April 20th, 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 report, focused on in-building wireless solutions, will draw from a detailed U.S. Consumer Primary Survey and present original, differentiated data that is completely exclusive to the sponsored report.

The first report of the Sponsored Research series, ***Demand and Opportunities for In-building Wireless Solutions***, will survey U.S. Consumers to determine:

- Where they use their mobile devices (and the types of devices used) at work and specifically in what types of buildings (multistory, square footage, warehouse, office, etc.).
- The current perceived mobile voice/data experience in large buildings among the respondents.
- Which mobile services and apps consumers want to use on their mobile devices in-building and why.
- The value of improved mobile voice/data coverage to the U.S. consumer and the potential impact on spending, willingness to upgrade device, increased used of LTE data and potential impact on churn.
- Current use of WiFi in the workplace and the demand for LTE in buildings.

The report will present the results of the survey, along with detailed analysis and discussion, to show the demand for in-building wireless solutions from the consumer perspective.

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

Once the primary research is complete and the ***Demand and Opportunities for In-building Wireless Solutions*** 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 publication.
- 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 or the ***Demand and Opportunities for In-building Wireless Solutions*** report, 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.