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FOR IMMEDIATE RELEASE

***iGR* launches new website for Wireless and Mobile Industry market research**

Website emphasizes the breadth of iGR's research for the evolving and growing market

AUSTIN, Texas, July 20th, 2015 – *iGR*, a market research consultancy focused on the wireless and mobile industry, announces the launch of its newly updated website, www.iGR-inc.com. Using a new format, the website clearly displays the dozens of recent market studies that comprise *iGR*'s current research. These market studies, which are part of either of *iGR*'s two Advisory & Subscription Services – Wireless & Mobile Landscape and Small Cell & Het-Net Architectures, are also available for individual purchase directly through the website.

Recent market studies have addressed a variety of timely issues of the Wireless and Mobile Industry, such as the costs of small cell deployments, build-out and operating expenditures of LTE networks, mobile wearable devices, Over the Top (OTT) Services and their impact on the mobile network, mobile video, and service issues experienced by mobile subscribers.

In addition to the market studies in its Advisory & Subscription Services, the company, which is in its fifteenth year of operation, provides custom research. Custom consulting projects have included new market opportunity analysis for an IT infrastructure vendor, market assessment for a major mobile operator, and competitive analysis for various wireless products and services. *iGR* has also written several white papers that address specific industry opportunities and issues, which are available for free download from the site. Customized, primary research is a valuable capability that is not often provided by market research consultancies. However, *iGR* has licensed a Web survey tool, which allows it to quickly design, code and launch individualized primary surveys for its clients. All of *iGR*'s custom research capabilities are explained more fully on the new website.

"Our newly designed website more clearly demonstrates the breadth of our research capabilities," said Iain Gillott, president and founder of *iGR*. "If the wide range of studies in our Advisory & Subscription services do not address a client's need, we have many custom research

capabilities that can. We pride ourselves on our responsiveness and our ability to meet our customers' research requirements."

iGR's website can be found at www.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 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.