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FOR IMMEDIATE RELEASE

***iGR* announces Wireless & Mobile Webinars**

Free Webinars will cover a variety of Wireless and Mobile Industry Topics

AUSTIN, Texas, October 2nd, 2015 – *iGR*, a market research consultancy focused on the wireless and mobile industry, is pleased to announce additional webinars in its Webinar Series. The six free monthly webinars will focus on a variety of timely Wireless and Mobile topics and will be presented by Iain Gillott, the president of *iGR* and one of the wireless industry's leading analysts.

Following is the list of topics, as well as the date and time for each. These webinars are free and may be registered for individually using the following links.

[Outdoor Small Cell Update](#) - Thursday, October 15th, 1pm CDT

'Densification' is the latest wireless infrastructure buzz word the operators like to throw around at investor meetings. This essentially means 'more cells and antennas on poles and roofs' and smaller cells. How will this trend impact the U.S. market for outdoor small cells? What role do metrocells and remote radio heads play in this? How does DAS fit in? This session will look at the major outdoor small cell trends for the next few years.

[The Outlook for 5G](#) - Monday, November 9th, 1pm CST

5G is coming! But what exactly 5G is, what new standards it will require, how it will be implemented and how much it will cost are still to be decided. In this session, *iGR* will decipher the current talk on 5G and lay out the time line for likely development and deployment.

[The Future of DAS](#) - Thursday, December 10th, 1pm CST

Distributed Antenna Systems (DAS) are in wide use across mobile networks of all sizes for both indoor and outdoor coverage. DAS is now firmly part of the het-net architecture and will continue to be part of 5G in the future. This session will look at the latest DAS developments and how DAS will fit within the 5G framework.

[Why do people REALLY churn?](#) - Thursday, January 14th, 1pm CST

Churn rates at the major U.S. mobile operators are at record low levels as networks and customer service have improved over the last few years. But the carriers seem to offer new price incentives and deals on a constant basis to try and get more people to switch to their service. This session will look at why consumers really switch mobile operators, what operators can effectively do to stimulate churn and the likely success of some of the strategies of the major operators.

[LTE-U and Carrier Wi-Fi](#) - Thursday, February 18 4th, 1pm CST

Unlicensed LTE has gained a lot of press over the past year and would appear to be the savior for an industry beset with ever-increasing spectrum prices. But unlicensed spectrum has its limitations as seen by congestion on public Wi-Fi networks. How does LTE-U work? What benefits does it provide? And how will LTE-U likely be deployed?

[Where are consumers buying mobile devices and why?](#) – Thursday, March 17th, 1pm CDT

2015 has seen seismic shifts in the mobile device distribution channels, with Sprint buying the skeleton of RadioShack and Apple announcing its Upgrade Program that allows iPhone users to buy a new device on installment and get an upgrade every 12 months. More OEMs are likely to follow Apple's lead, further marginalizing the role of the mobile operators. This session will look at where consumers actually buy their mobile devices, where they would like to buy them, the popularity of installment plans and the outlook for the mobile operator-owned stores.

More information on these webinars, as well as easy registration, can be found on [iGR's website](#). 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 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.