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***iGR* announces new IoT market studies focused on the use of IoT in vertical industries**

New IoT market studies announced as IoT industry gathers in Las Vegas for IoT Evolution Expo

AUSTIN, Texas, July 12th, 2016 – The Internet of Things presents a significant opportunity for the entire technology industry, and this week many organizations in the industry are gathering in Las Vegas for the IoT Evolution Expo to discuss these opportunities and challenges. To present as complete a picture as possible of the IoT opportunity, *iGR*, a market research consultancy focused on the wireless and mobile industry, has recently released several market studies that address IoT solutions in individual vertical markets.

Each market study defines the Internet of Things, the networks that support IoT, and the benefits and issues surrounding its deployment. Further, the studies discuss the use of IoT in the individual markets and overview the vendors that are providing industry-specific IoT solutions.

"*iGR* has found that each vertical IoT segment has very distinct characteristics in terms of drivers, inhibitors, and likely development times," said Iain Gillott, president and founder of *iGR*. "To treat the IoT opportunity as one market is to vastly oversimplify what needs to be done."

Following is a list of the market studies, which contain five-year TAM (total addressable market) and actual market forecasts.

[IoT for Healthcare Forecast, 2015-2020: Lowering Costs while Increasing Patient Satisfaction](#)

Wireless and mobile technology has been used in the healthcare market for years and has allowed care providers to remotely communicate with patients through "evisits" or "telehealth" services, using VoIP technology and patients' mobile devices. Although these services have provided valuable benefits, the Internet of Things (IoT) provides distinct new remote patient monitoring opportunities to the healthcare industry.

[IoT in Manufacturing Forecast, 2015-2020: Connecting the Shop Floor to the Top Floor](#)

In an IoT environment, device sensors on the equipment on the factory floor can generate a significant amount of valuable data for manufacturers, and when this information is converged with corporate systems, significant benefits from data analytics can be gained.

[IoT for Security Forecast, 2015-2020: Protecting Homes, Businesses and People](#)

IoT solutions are being used to provide safety and security to homes, businesses and individuals, as security systems are converging with Smart Home automation systems to provide complete IoT solutions for home owners.

[IoT for Transportation Forecast, 2015-2020: Connecting warehouses, fleets, and the whole supply chain](#)

Many organizations in the transportation industry were early adopters of M2M solutions and are now in replacement cycles. These organizations, who are turning to IoT to meet their need for increased profitability, efficiency, and safety, now have a greater choice of sophisticated IoT solutions from an expanding group of vendors.

More information on these market studies or [iGR's Internet of Things research area](#) can be found on [iGR's website](#). Alternatively, contact Iain Gillott 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 sixteenth 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.