



Contact iGR

Iain Gillott

iain@iGR-inc.com

iGR discusses the diversity of the IoT market in a recent iGR Opinion Article

iGR focuses on IoT as industry gathers in Las Vegas for IoT Evolution Expo

AUSTIN, Texas, July 13th, 2016 – This week many organizations in the IoT industry are gathering in Las Vegas for the IoT Evolution Expo to discuss the opportunities and challenges of this growing industry. *iGR*, a market research consultancy focused on the wireless and mobile industry, has recently published an article in its *iGR Opinion* series that discusses how the IoT market varies significantly between different vertical markets.

While researching the use of IoT in several vertical markets, including utilities, healthcare, manufacturing, security, connected car, and transportation and warehousing, *iGR* became aware of how different each market is in terms of drivers and inhibitors, and also in terms of likely development times.

For example, some IoT segments, such as transportation, connected car and security, are relatively established and are even sometimes using a second generation of IoT solutions. While other industries, such as manufacturing, will take a long time to start to show significant growth.

For *iGR*, which has focused on mobile networks for the past sixteen years and has seen their development first-hand, it also became apparent that different types of networks are applicable for each industry. For example, satellite is effective in the transportation industry as IoT solutions monitor a far reaching fleet, but LPWANS are more suitable in industries that require devices and sensors with a long battery life.

"*iGR* has found that many variations exist between the different vertical markets, and our five-year total addressable market and actual market forecasts take into consideration these variables," said Iain Gillott, president and founder of *iGR*. "To treat the IoT opportunity as one market oversimplifies what will likely occur as the market develops."

The [iGR Opinion article](#) can be read in its entirety on *iGR*'s website. For more information on *iGR*'s existing and planned IoT research, please visit [iGR's Internet of Things research area](#) or alternatively, contact Iain Gillott 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 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.