



Contact iGR

Iain Gillott

[iain@iGR-inc.com](mailto:iain@iGR-inc.com)

## **New iGR white paper discusses how signal boosters can be used within the Het-net to improve indoor coverage**

***Sponsored by SureCall, the white paper defines signal boosters and discusses their benefits***

**AUSTIN, Texas, September 6th, 2016** – A variety of factors can inhibit cellular signal coverage inside a building, from a poorly located cell site to the type of building materials used. For example, energy efficient windows and radiant barriers in the roof are ideal for reducing the energy needs of a building, but are also notorious for blocking cell signals. As a result, many people find that coverage inside buildings, from homes to offices and hotels, can be lacking with dead spots and poor signal in multiple locations.

For mobile consumers, coverage is important. iGR, a market research consultancy focused on the wireless and mobile industry, found in its latest survey that consumers rated voice and data coverage as the main drivers of overall satisfaction, second only to price. Over 20 percent rated the coverage as ‘good’, ‘poor’ or ‘very poor.’ While the ratings are subjective, it indicates the importance placed on voice and data coverage by the consumer, affecting consumers’ satisfaction levels.

Mobile operators today use a wide range of cells to provide coverage, and these are known collectively as a ‘heterogeneous network’ or Het-net. Definitions vary as to what is (and is not) a small cell, but iGR uses a very simple classification: a small cell covers a local area and uses radio equipment that is not mounted on a cell tower. One type of small cell within that definition is a signal booster.

A signal booster is a type of small cell that takes an existing cellular signal and rebroadcasts it inside a building or in a local area. Since a signal booster simply utilizes the available signal and retransmits it in a given area, it does not directly add capacity to the network.

“Signal boosters are great at improving coverage in specific locations, including in homes, small offices, commercial buildings and parking garages,” said Iain Gillott, president and founder of iGR. “One of the main advantages of signal boosters compared to other small cells is the relatively low cost of deployment.”

In its most recent white paper, [Signal Boosters in the Het-net: Economically extending coverage](#), *iGR* defines signal boosters and discusses how they can be effectively used within the Het-net. Additionally, *iGR* recently presented a [webinar](#) that discusses the use of signal boosters, and a recording of that webinar can be downloaded for free.

The following key questions are addressed in the white paper:

- What is the Het-net?
- What are the various types of small cells used in a Het-net?
- What is a signal booster?
- What are the benefits of using a signal booster in a Het-net?
- What is the cost of a signal booster deployment?
- What signal booster products are available?

*iGR*'s new white paper, [Signal Boosters in the Het-net: Economically extending coverage](#), and a recording of the related [iGR webinar](#) can both be downloaded at no charge directly from *iGR*'s website.

## **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 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](http://www.igr-inc.com).

## **About SureCall**

Founded in 2001, [SureCall](#) is the multi-patented industry leader in cell phone signal boosters, combining high quality technology with innovative designs to create award-winning boosters that dramatically improve cell phone reception for homes, cars and businesses. SureCall's signal boosters are trusted in a variety of industries, both commercial and institutional. Its customers include Marriott, Chrysler, Hewlett-Packard and ExxonMobil. Major institutions such as NASA, Stanford, Duke and Wake Forest Universities trust SureCall to make their signals go the distance. SureCall's line of FCC-approved boosters for personal, commercial and industrial use, have received multiple awards, including most recently the 2015 CE Pro BEST Award and 2015 EXC!TE Award by Technology Integrator.