



Contact iGR

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## **New iGR white paper discusses In-building Wireless solutions' current and future business models**

***The white paper provides details on how IBW solutions can be funded and ultimately improve commercial property values***

**AUSTIN, Texas, October 26th, 2018** – Outdoor cellular coverage and capacity has improved significantly in the last two decades, such that the majority of the population now relies on their smartphones for personal and business communications. Indeed, an entire generation has now grown up without using a landline telephone or wired Ethernet – cellular and Wi-Fi are all they know.

But many of these improvements in the cellular networks have been limited to the outdoor environment and, typically, the cellular experience inside a large building is still lacking. For many people, the value of premium office space is much diminished if they are unable to use their mobile devices reliably indoors.

iGR, a market research consultancy focused on the wireless and mobile industry, has written a white paper that focuses on in-building wireless (IBW) solutions and how they are being used to improve the in-building cellular experience.

“Many IBW solutions are no longer owned and funded by mobile operators, yet they must meet the mobile operator’s performance and security requirements,” said Iain Gillott, president and founder of iGR. “Depending on the MNO and the situation, this can be a significant barrier to privately owned DAS and radio signal source equipment.”

iGR’s new white paper, [Increasing commercial property value with wireless networks](#), which was supported by SOLiD, discusses various IBW solutions, the factors that drive demand for these solutions, and current and future IBW business models.

The following key questions are addressed in the new white paper:

- What is driving demand for IBW solutions?
- What is a typical DAS architecture and where are DAS typically located?
- How have DAS historically been funded?
- What business models are currently being used to fund IBW solutions?

- What is the building-specific private LTE network business model?
- What IBW business models are expected to be used in the future?
- What are the requirements of future IBW systems?

The new white paper can be [downloaded](#) at no charge directly from *iGR*'s website. Alternatively, [email](#) Iain Gillott 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 eighteenth 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: MEC; 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; 5G; LTE; VoLTE; 5G NR; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; edge compute; 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).