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FOR IMMEDIATE RELEASE

***iGR* Announces Small Cell Architectures Research and Advisory Service**

New iGR advisory service analyzes the overall and ongoing development of the small cell market including Femto-, Pico-, WiFi, DAS, SON, Backhaul

AUSTIN, Texas, October 26th, 2011 – Explosion of data consumption, combined with subscriber growth and mobility needs, is putting today's networks under tremendous pressure. *iGR's* research shows that the demand for mobile data bandwidth doubled from 2010 to 2011, driven by consumers' increased use of smartphones, tablets and other mobile data devices.

iGR believes that the mobile data bandwidth demand cannot be met simply by increasing the air link speed in the macro networks. Instead, the wireless and mobile industry needs to provide mobile capacity where end-users are demanding data. Today's users expect to be able to use their advanced devices wherever they are with unimpeded access to their apps, content and services.

To meet these increasing demands for improved mobile bandwidth, signaling and coverage, mobile networks are developing around small cell technologies and offload solutions – DAS, femtocells, pico cells, WiFi. This evolution presents new challenges to network architects and vendors alike, from placing antennas and cells in suitable locations to providing sufficient backhaul to those cells. Additionally, interference and frequency management issues must be considered with small cell deployment and intelligent network design.

"*iGR* has been tracking the mobile data bandwidth consumed by consumers and business users around the world. Rather than slowing, *iGR's* analysis shows that the demand for mobile data is accelerating. In the next four years, *iGR* forecasts that the global demand for mobile data will grow by nearly ten times," said Iain Gillott, president and founder of *iGR*, a market strategy consultancy focused on the wireless and mobile communications industry. "Operators and solution providers need to understand the realities of bandwidth consumption – how it is being consumed, who is consuming the most and why, where it is being consumed and how the network reacts to individual instances. Further, with so many different solutions coming to market, network operators need to understand the challenges required in deploying an

intelliGent, multi-layer network that is self-optimizing and focused on efficiently delivering capacity to the exact location it is required. “

iGR research conducted or scheduled as part of the Small Cell Architectures Market Research and Subscription Service includes:

- Worldwide Femtocell Demand Forecast, 2011 – 2016
- Worldwide Small Cell Demand Forecast, 2011 – 2016
- Worldwide DAS Demand Forecast, 2011 – 2016
- Major Operator Plans for Small Cell Deployments
- Enterprise Femtocells, Applications and Services
- WiFi Offload Bandwidth Analysis
- Small Cell Backhaul Issues
- Consumer views on femtocells and WiFi hotspots
- Major Infrastructure Vendor Small Cell Architecture solutions
- SON and Small Cell Architectures
- Frequency Management Challenges with Small Cell Architectures.

iGR will be hosting a conference call on November 17, 2011 to brief companies interested in more information on our research. Participants will be allowed to submit questions prior to the webinar that will be reviewed and addressed. If interested in joining this event and submitting questions prior to the live session, please contact Amanda Louie at amandal@iGR-inc.com or (512) 554-1701.

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 entering its twelfth 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 applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; 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.