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FOR IMMEDIATE RELEASE

iGR partners with PCIA to deliver educational webinar series, The Evolving Intelligent Network Series focused on developing small cell architectures and evolving network technologies

AUSTIN, Texas, February 15th, 2012 – iGR, a market strategy consultancy focused on the wireless and mobile communications industry, today announced a partnership with PCIA – The Wireless Infrastructure Association to provide a series of webinar sessions dedicated to addressing the unique opportunities and challenges faced with the deployment and operation of Small Cell Architectures and evolving network technologies. The webinar series, **[Small Cell Architectures: The Evolving Intelligent Network](#)**, includes five educational sessions launching March 13, 2012. Attending PCIA members will have exclusive access to iGR advisory services at no cost.

“Although the advent of LTE will obviously increase network capacity, our research shows that demand will exceed the available capacity and that connectivity issues will remain a threat. Small cell architectures together with evolving network management solutions will, ultimately, address some of this ongoing issue,” said Iain Gillott, president & founder of iGR. “But there is still a considerable amount of work to be done regarding the business, technical and regulatory implications. At iGR, we believe this all starts with understanding the potential of an intelligent mobile network and how the network smarts can be leveraged to improve the bandwidth available.”

“As small cell deployments gain popularity with wireless operators and systems integrators faced with skyrocketing wireless coverage and capacity demands, it is imperative that infrastructure providers stay informed of the technological innovations and policy decisions that impact their business,” said Michael Fitch, CEO of PCIA. “Our partnership with iGR will deliver PCIA members the latest research and analysis on small cell architectures and evolving network management solutions, ensuring they possess the necessary knowledge and insight to succeed in this rapidly growing sector of the industry.”

As the demands of the end users have increased, with more bandwidth needed in specific locations, mobile networks are developing around small cell technologies and offload solutions – DAS, femtocells, pico cells, WiFi – for both indoor and outdoor environments. This evolution presents new challenges to network architects and vendors alike, from placing antennas and cells in suitable locations, minimizing network interference issues, providing sufficient backhaul to multiple layers of a network and more. This five-part webinar series will address the overall development of the small cell market as well as the evolution of small cell architectures, self-optimizing network management solutions, scalable deployment paths and, ultimately, intelligent mobile networks by leveraging ongoing iGR market research and PCIA initiatives. Additionally, PCIA member companies receive additional access to iGR analysts for advisory pertaining to the interactive sessions.

The following sessions are scheduled as part of this webinar series:

- **Tuesday, March 13, 2012: [Concentrated Bandwidth Usage - Forecasting the severity on the macro network](#)**
- **Tuesday, March 20, 2012: [The Impact & Benefits of Active Antennas](#)**
- **Tuesday, March 27, 2012: [Tower strategies with small cell architectures](#)**
- **Tuesday, April 3, 2012: [Intelligent Infrastructure - Impact of SON](#)**
- **Tuesday, April 10, 2012: [Maturing the Small Cell Ecosystem](#)**

Additional information and details on individual sessions can be seen here: http://igr-inc.com/Advisory_And_Subscription_Services/Small_Cell_Architectures/webinars.asp

To learn more about iGR's Small Cell Architectures Advisory Services, 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. iGR is a member of the Rural Cellular Association.

A more complete profile of the company can be found at www.igr-inc.com.

About PCIA

PCIA - The Wireless Infrastructure Association is the trade association representing the companies that make up the wireless telecommunications infrastructure industry. Our members include the carriers, infrastructure providers and professional services firms that own and manage more than 130,000 telecommunications facilities throughout the world.

Additional information can be found at <http://www.pcia.com>.