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FOR IMMEDIATE RELEASE

***iGR's* President to Share Expertise on Small Cell Architectures at the 2012 South Wireless Summit**

Iain Gillott lends expertise and insight from iGR's market research focused on the ongoing development of the small cell architectures market

AUSTIN, Texas – March 19, 2012 – *iGR*, a market research consultancy focused on the wireless and mobile industry, today announced that *iGR* President will be hosting an educational presentation and discussion with mobile operators focused on small cell network architectures on Thursday, March 22 at the 2012 South Wireless Summit in Tunica, Mississippi.

During this session, **Small Cell Opportunities for Infrastructure Providers: Meeting Bandwidth Demand - No Small Challenge**, Gillott will discuss the increasing demand for data and the need for the efficient deployment of targeted capacity solutions such as small cells. Following his presentation, Gillott will host discussions with members of AT&T's DAS Antenna Solutions Group.

With mobile device ownership and mobile data consumption on the rise, demand on the wireless networks in all areas is starting to create issues for wireless operators. LTE and/or LTE Advanced combined with changes in antenna and network design, may be able to handle the average level of user traffic, but *iGR's* research suggests a use case for a different approach to network architecture. In short, the heterogeneous network.

"Since small cells have to be deployed 'within' and 'under' the macro network, intelligent management of the entire architecture is required," said Gillott. "So the challenge in the next few years is not simply to provide the data capacity where and when consumers require or to deploy and manage small cells efficiently. The ultimate challenge is understanding how to manage the whole architecture intelligently in real-time to deliver the experience required."

Iain Gillott's presentation will address the following questions:

- How much cellular data will be consumed in the U.S. through 2016?
- What is the impact of growing data demand on dense cellular network areas?
- What are small cells? When is it useful to deploy them?

- What sort of networking management and operational gains can be realized as a result of SONs?
- What will LTE infrastructure look like according to CAPEX and OPEX in the U.S. market in 2011-2016?
- How much mobile backhaul will be required in the U.S. from 2011 to 2016?
- What are the main challenges to be overcome by mobile backhaul solutions?

iGR will be available throughout the conference for analyst briefings and to discuss Small Cell Architecture research advisory and ongoing market research efforts. If interested in scheduling time with iGR during the South Wireless Summit, please contact Amanda Louie by email at amandal@igr-inc.com or by phone at (512) 554-1701.

The South Wireless Summit is hosted by the Southern State Wireless Associations, including the State Wireless Associations of Alabama, Arkansas/Oklahoma, Florida, Georgia, Kentucky, Louisiana/Mississippi, and Tennessee, in partnership with PCIA – The Wireless Infrastructure Association. To learn more about the South Wireless Summit, please visit the event website: <http://2012-south-wireless-summit.ettend.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 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.

Southern State Wireless Associations

Promotion of positive industry awareness of the vital and important role wireless networks play in our society, and providing a platform for members of the wireless industry to join together and coordinate a single message supporting the development of wireless networks on a state and local level. The State Wireless Associations of Alabama, Arkansas/Oklahoma, Florida, Georgia, Kentucky, Louisiana/Mississippi, and Tennessee are pleased to host the South Wireless Summit in association with PCIA.