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**FOR IMMEDIATE RELEASE**

## **New iGR study discusses the potential for Voice Over LTE**

***VoLTE promises to significantly lower voice infrastructure costs and improve both voice quality and the overall customer experience***

**AUSTIN, Texas, August 21<sup>st</sup>, 2012** – The 4G LTE networks currently being deployed are dramatically impacting mobile operators, vendors and mobile end users. With mobile data volumes rising and traditional cellular voice usage and revenues declining, mobile operators are understandably reluctant to further invest in legacy (circuit-switched) networks to improve the voice experience.

VoLTE is similar to Voice over Internet Protocol (VoIP) with the primary differentiator being that VoLTE provides a mobile component to the Session Initiation Protocol (SIP). iGR believes that VoLTE is very important to LTE operators as it enables them to eventually terminate their legacy, circuit-switched voice 2G/3G network infrastructure in favor of consolidating voice traffic on the all-IP LTE network platform.

This promises to significantly lower voice infrastructure costs and improve both voice quality and the overall customer experience. In addition, VoLTE allows voice service to be integrated into other applications and content, such as games and social networking apps.

“As LTE networks roll out in a much broader way this year and through 2013, VoLTE is quickly becoming perceived as a new “killer application”. This is particularly true from the mobile operator’s perspective since a shift to IMS-/IP-based voice will help mobile operators transition its 2G/3G licensed spectrum to 4G LTE,” said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. “However, the path to VoLTE is likely to be challenging for all parties. It will not be until much later this decade that the majority of U.S. voice traffic is on VoLTE and not traditional circuit connections.”

iGR’s new market research report, *Moving Toward the VoLTE Era*, provides details on VoLTE, its potential impact on the U.S. cellular market, and the challenges surrounding its implementation.

The following key questions are addressed in the new research study:

- What is VoLTE?
- How did VoLTE originate?
- Why are mobile operators interested in VoLTE?
- What are the benefits of VoLTE?
- What are some of the challenges surrounding the implementation of VoLTE?
- Who are the major VoLTE players?
- What is the prognosis for VoLTE adoption?

The information in this report will be valuable for:

- Mobile operators
- Device OEMs
- VoLTE and VoIP solution vendors
- Content providers and distributors
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR's* website at [www.iGR-inc.com](http://www.iGR-inc.com). Alternatively, contact Iain Gillott at (512) 263-5682 or at [Iain@iGR-inc.com](mailto:Iain@iGR-inc.com) 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 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](http://www.igr-inc.com).