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New *iGR* study discusses potential of Hotspot 2.0 in the next 24 months

Hotspot 2.0 helps expand end-user access to wireless data services

AUSTIN, Texas, October 8th, 2012 – The demand for high quality mobile data services has increased dramatically with the advent of new LTE networks and robust smartphones and tablets. Mobile operators are struggling to meet increasing data demand, and mobile operator revenue per subscriber is also declining. To combat this situation, mobile operators must evolve the cellular-only radio access network (RAN) to an integrated network that includes small cells (pico, metro, micro), femtocells, Distributed Antenna Systems (DAS) and enhanced WiFi technology, along with a reengineered mobile backhaul network.

Hotspot 2.0, also known as Passpoint, enables many new certified devices to be automatically and transparently connected to any certified access points within range – if the given end user has a billing/customer relationship with a WiFi service provider associated with the given access point.

“Hotspot 2.0 helps integrate and expand access to wireless data services,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “It promises to improve the end-user experience for smartphone and tablet users while simultaneously presenting cost savings and revenue opportunities for the mobile operator.”

iGR's new market research report, *Hotspot 2.0: Passing Go*, provides an overview of the Hotspot 2.0 standard, some of the key players, and its potential impact on the wireless market.

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

- What is Hotspot 2.0 (also known as Passpoint)?
- How did Hotspot 2.0 originate? How is it developing?
- Why should mobile operators be interested in Hotspot 2.0?
- What are the benefits of Hotspot 2.0?

- What are some of the challenges surrounding the implementation of Hotspot 2.0?
- Who are the major Hotspot 2.0 players?
- What is the prognosis for Hotspot 2.0 adoption?

The information in this report will be valuable for:

- Mobile operators
- Device OEMs
- WiFi hardware and software OEMs
- WiFi service providers
- Mobile security developers and providers
- Financial analysts and investors.

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