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FOR IMMEDIATE RELEASE

***iGR* announces Fall 2012 Wireless & Mobile Webinar Series**

Free Webinars to Cover a Variety of Wireless and Mobile Industry Topics

AUSTIN, Texas, October 15th, 2012 – *iGR*, a market research consultancy focused on the wireless and mobile industry, kicks off its Fall 2012 Webinar Series this week. Following the success of last spring's *The Evolving Intelligent Network Webinar Series*, *iGR* plans a series webinars that will focus on a variety of timely Wireless and Mobile topics.

Following is the list of topics, as well as the date and time. These webinars are free and may be registered for on the *iGR* website at www.iGR-inc.com/Media_Center/webinar_series_fall_2012.asp.

- **Consumer Perceptions of Network Quality - October 18, 2pm CST**

Mobile network quality is of critical importance to the industry as a whole, as it works to address the bandwidth challenge. Consumers are increasingly judging the worth of a service, application or smartphone based on the network experience. And with the rise in mobile data use, perceptions of what defines a 'quality' mobile network are changing. This webinar will overview *iGR*'s new research on how various consumer demographic groups assess mobile network quality and what improvements they want to see.

- **HetNets - What are they and do I need one? - October 25, 2pm CST**

Heterogeneous networks are the new buzz word in the mobile industry and are seen as the answer to all capacity and coverage issues, incorporating small cells, DAS, SON and new advanced network technologies. This webinar will provide an overview of exactly what a hetnet is, how they are likely to evolve and the benefits to the end user, as well as likely development timeframes.

- **Apple iPhone and Android Segmentation - November 1, 2pm CST**

As the Apple iOS and Android ecosystems continue to dominate the smartphone sales charts, this webinar will look at the segmentation of each user base and how they differ. Specifically, the data will examine the likelihood for users to switch to another platform and ultimately identify what keeps consumers using each ecosystem.

- **The Real Femtocell Addressable Market - November 8, 2pm CST**

Using *iGR's* extensive survey data, this webinar will discuss the addressable market for residential femtocells, based on the quality of the cellular coverage in U.S. homes. In addition, we will discuss the types of homes that could best use a femtocell, the perceived value to those homes and the demographics.

- **How many Small Cells do we need? - November 15, 2pm CST**

With trials planned for later this year and into 2013, small cells are about to start impacting the way mobile networks are designed, built and operated. End users will likely see an improvement in capacity and coverage. But one important question that remains unanswered is 'how many small cells will be deployed?' In this webinar, *iGR* will look at the capacity benefits of small cells and how many would be required in a metro market to meet the increasing mobile data bandwidth demands.

- **Mobile Content Delivery Networks - November 27, 2pm CST**

Mobile content delivery networks are changing the way mobile networks are architected and how content is delivered to mobile devices. Just as the CDNs did for OTT services on the Internet, so MCDNs will improve the consumer experience for digital content on smartphones and tablets. This webinar will provide an overview of mobile CDNs, discuss how they are deployed within the mobile infrastructure and the likely impact on the consumer experience.

- **RAN Hoteling and Where It Goes after the Olympics - December 6, 2pm CST**

The London Olympics were the first real field trial for mobile RAN and base station hoteling. Now that the games are over, the real work begins to see how hoteling can be used in the real world and specifically if it has a role in existing networks. This webinar will provide an overview of RAN hoteling, the benefits to the mobile operator and the likely developments in the next 12 - 18 months.

- **VoLTE Impact - December 13, 2pm CST**

VoLTE is being discussed in the mobile industry as the next big thing for mobile voice. Rather than just replace cellular circuit voice services, *iGR* sees new service and application opportunities with VoLTE. This webinar will provide an overview of VoLTE, the potential offered by the technology and the impact it will have on the LTE and 3G networks.

More information on these webinars, as well as easy registration, can be found on *iGR's* website at www.iGR-inc.com /Media_Center/webinar_series_fall_2012.asp. 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.