Contact *iGR*
Iain Gillott
(512) 263-5682
Iain@*iG*R-inc.com

FOR IMMEDIATE RELEASE

New *iG*R study forecasts the U.S. Total Addressable Market for Enterprise Picocells to reach nearly 9 million by 2017

Picocells will be part of the het-net solution to meet the rising demand for mobile data in the enterprise

AUSTIN, Texas, January 16th, 2013 – The heterogeneous network (het-net) of tomorrow will likely be comprised of multiple layers of small and large cells, DAS and WiFi. The small cell term is relatively new and is sometimes used in different ways. *iG*R defines a "small cell" as a low power product (relative to macrocells) that operates on licensed frequencies and functions as small, self-contained cellular base stations.

A picocell is, in essence, a larger femtocell that is deployed into a business or small venue. The typical picocell is physically larger than a femtocell, has a higher power output (between 100 to 150 milliwatts) and, consequently, has a longer range and the ability to support a larger area, traffic capacity and/or more concurrent users (between 8 to 32).

Whereas femtocells are almost exclusively deployed indoors, a picocell implementation could be indoor or outdoor. Note, too, that multiple picocells could be grouped together to serve more people. Examples of venues that might favor picocells include convention centers, hotels, office buildings, stadiums, corporate campuses, etc.

*iG*R's new market research report, *U.S. Picocell Total Addressable Market, 2012 – 2017: Sizing the opportunity in the enterprise,* provides an overview of the total addressable market for picocells and provides a forecast of the theoretical maximum size of the market.

"The central premise behind picocells is that they will likely be deployed to provide better indoor voice/data coverage on licensed cellular bands," said Iain Gillott, president and founder of *iG*R. "As the new study shows, the biggest opportunities for managed picocells for the enterprise are in smaller companies and on large corporate campuses."

The following key questions are addressed in *iG*R's new research study:

- How does iGR define small cells in general?
- How does iGR define picocells?
- How do picocells work?
- What are the benefits of picocells?
- What are the limitations / technical challenges surrounding picocell deployments?
- What is the use case for picocells?
- Where are picocells likely to be deployed?
- How many buildings are in the U.S.?
- What are the key elements and assumptions in the *iG*R total addressable market forecast for U.S. picocells?
- What is the total addressable market forecast for picocell installations in the U.S.?

The information in this report will be valuable for:

- Mobile operators
- Femtocell, picocell and small cell infrastructure vendors
- Mobile network infrastructure OEMs
- Mobile network software and services providers
- Financial analysts and investors.

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

*About iG*R

*iG*R 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 *iG*illottResearch, *iG*R is now entering its thirteenth year of operation. *iG*R 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.

*iG*R 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.