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**FOR IMMEDIATE RELEASE**

## ***iGR* announces new webinars for March, 2013: Mobile Virtualization and Mobile Network Traffic Modeling**

***Two free webinars will discuss latest issues and trends in mobile virtualization and network bandwidth***

**AUSTIN, Texas, February 28<sup>th</sup>, 2013** – *iGR*, a market research consultancy focused on the wireless and mobile industry, announced the first two webinars of 2013. Following the success of last year's webinars, *iGR* plans more 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.

- **Mobile Virtualization – Wednesday, March 13, 2pm CST**

Mobile virtualization is a hot topic in the wireless industry today. However, there is considerable lack of knowledge as to what constitutes mobile virtualization and how and when it will be implemented by mobile operators. Mobile virtualization will also enable new business models for mobile network operators, device OEMs and a new type of MVNO. There are potential downsides for the mobile network operators with mobile virtualization – without careful consideration for the business models, the operators could be pushed more into a 'bit pipe' role. However, with careful deployment and consideration for the overall impact, mobile virtualization could also allow the mobile network operators, and the vendors that support them, to realize new opportunities.

In this free webinar, *iGR* will discuss:

- The three types of mobile virtualization and how they differ
- Current standards efforts for mobile virtualization

- Potential impact on the current mobile ecosystem
- Issues that must be addressed for mobile virtualization to become reality.
- **Mobile Network Traffic Modeling – Wednesday, March 27, 2pm CST**

For the past few years, *iGR* has been preparing sophisticated models of the demand for mobile data traffic for each region of the world. *iGR* has now added network capacity to the models based on the spectrum available, the number of cell sites, the number of sectors, the network technology used and the expected spectrum refarming. As a result, *iGR* is now able to compare data bandwidth demand to network capacity and show not only when a particular market is likely to experience data capacity issues, but also what can be done to address the issues.

In this free webinar, *iGR* will:

- Demonstrate *iGR*'s mobile network traffic model
- Show how the model can be used to represent various market scenarios
- Show the inputs and results of the model
- Overview recent projects completed with the model.

More information on these webinars, as well as easy registration, can be found on *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 thirteenth 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; 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).