

Wireless_{WEEK}

Trends from the Top: Executive Predictions for 2015

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Sequans: The LTE-Only Device Market Will Take Off



Georges Karam, CEO, Sequans Communications

Device makers are beginning to realize that LTE is all you need in data devices and in 2015, we will see this play out. Leading up to 2014 the number of operators and device makers focusing on LTE-only was limited, but now the scene is shifting and as LTE proliferates rapidly, we see multiple LTE operators embracing it and device makers hurrying to bring LTE-only products to market. In the coming year we expect to see many consumer devices coming to market that leverage the cost and user experience advantages of LTE-only. These include traditional tablets, laptops, mobile hotspots and home routers, and also a growing number of emerging device types for the Internet of Things, such as M2M and wearables, using LTE-only for its longevity, spectral efficiency and—thanks to IoT—optimized chipsets—low cost.



TESSCO: DAS, Small Cells Play Big Role in Connectivity

Robert B. Barnhill, Jr., Founder, Chairman and CEO, TESSCO Technologies



The convergence of wireless and the Internet continues to revolutionize the way we live work and play. Our mobile devices have become indispensable tools, enabling highly personalized, real-time lifestyle management. From social interactions and electronic commerce to the remote monitoring and control of our homes and offices, we depend on our mobile devices to perform anywhere and anytime. As our dependency on these devices has grown, so has our reliance on the complex networks and ecosystems that support them. In 2015, we'll see continued innovation throughout wireless networks, as carriers strive to meet stringent customer expectations in terms of coverage and capacity. Distributed antenna systems, small cells and Connected Home technologies are key areas of focus, as they are instrumental enablers of next generation wireless networks.

TESSCO

Radisys: SDN/NFV, VoLTE and Small Cells poised for growth in 2015

Brian Bronson, President and CEO, Radisys



Network planners continue to embrace SDN/NFV. In 2015, we'll see early PoCs and deployments expanded, more efforts to flesh out details in the standards, and increased investments to scale early PoCs into larger virtualized infrastructure rollouts.

There will also be an increased focus on service revenues from LTE network investments. More operators will deploy VoLTE and we'll see more devices with native

VoLTE support, allowing operators to generate increasing revenues from VoLTE and video services, while delivering improved service ubiquity with 3G, WebRTC and VoWiFi devices.

In 2015, we will see additional operators deploy LTE small cell technology alongside Wi-Fi in HetNet deployments as part of their strategy to maximize reuse of scarce spectrum. Operators will leverage Cloud RAN and Self-Organizing Networks (SON) to deliver improved management of these distributed small cell networks.

Radisys is investing in all of these trends, with a portfolio of solutions outlined in our [Corporate Brochure](#).

radisys

Interop Technologies: Competition to be Enabled by Cloud-Based IP Services



John Dwyer, President and CEO, Interop Technologies

The transition to all IP networks is the largest fundamental shift in the industry since the migration from analog to digital. It is already under way, and will remain a focus in 2015 as Tier 1 operators continue rolling out new IP-based services on their LTE networks. The deployment of VoLTE has begun, with RCS to follow in 2015. Recognizing their need to compete, and wanting to minimize CAPEX, regional operators will turn to cloud-based solutions to deploy these expensive IMS services.

Heightened by its availability on the iPhone 6, there will be increasing interest in providing Voice over Wi-Fi (VoWiFi) solutions to complement VoLTE. Not only will VoWiFi help address coverage problems, it can also provide a roaming cost savings to operators and a competitive alternative to OTT-based international calling.



Dali Wireless: Need for Wireless Capacity Fuels RAN Virtualization



Albert Lee, CEO, Dali Wireless

We predict that mobile operators will shift from being coverage-centric to capacity-centric in order to address the projected growth in mobile traffic and reduce the waste of valuable network resources, all while minimizing OPEX and CAPEX. RF Routing will become the innovative architecture to help operators better utilize their existing network resources.

Virtualizing the RAN through RF Routing will empower operators to dynamically route idle capacity to parts of the network in need of additional capacity and ensure that none is wasted. Operators with a virtualized RAN will be able to manage the increase in traffic volumes while optimizing the use of the most valuable yet finite resource—spectrum. By putting an end to systematic over-provisioning and increasing the ROI of deployed radio infrastructure, operators will begin to substantially minimize the TCO of their networks.

To learn about the benefits of RAN virtualization in mobile network expansion, click [here](#):



The Shift from Targeting In-Market Audiences to In-the-Moment Shoppers



John Haake, Chief Marketing Officer, Verve

Based on mobile ad spend this holiday season, it is clear that big opportunities exist in mobile. We are in the midst of a paradigm shift, where the right "place", which used to mean webpage, now refers to an actual location occupied by a consumer. The introduction of Beacon technology will move from being limited to a "push" tactic to a comprehensive attribution node as mobile marketers seek to better understand the consumer's path to purchase. This closer proximity to real-world behaviors also means marketers will be able to connect the dots between their media budgets and actual conversions, even when the consumer jumps from the digital world to the physical one.

