

Hotspot 2.0: Passing Go

Market Brief
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A Market Brief

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iGR

12400 W. Hwy 71

Suite 350 PMB 341

Austin TX 78738

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Abstract

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, DAS and enhanced WiFi technology, along with a reengineered mobile backhaul network.

Hotspot 2.0, also known as Passpoint (which is the name for the certification by the WiFi Alliance), 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.

This report provides a brief overview of the Hotspot 2.0 standard, some of the key players and its potential impact on the wireless market.

Key questions addressed:

- 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?

Who should read this report?

- Mobile operators
- Device OEMs
- WiFi hardware and software OEMs
- WiFi service providers

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- Mobile security developers and providers
- Financial analysts and investors.

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