

# Who Wants 4G?

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**Thursday 10th October 2013 - 7:30pm**

**Oxford e-Research Centre, 6 Keble Road, Oxford, OX1 3QG**

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The deployment of 4G phone services in Oxfordshire brings with it the promise of high-speed Internet connectivity on the go. But who is likely to pay the premium monthly subscription and upgrade their mobile phone handset? This talk draws on insights from consumer decision making to explore the market segments most likely to adopt the new services and why, and what features they will value the most.

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**The event is free.**

**Members and non-members are very welcome.**

**Please just turn up.**

**Tea, coffee and a sandwich buffet are served from 7:00pm.**

**For more information visit:**

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