

TLEN 5830-AWL
HW-09
Due 04/04/2017

Purpose: Understand/Investigate market opportunities associated with LTE D2D communications

- **Network offloading**
- **V2V: Vehicle-to-Vehicle architecture and services**
- **Advertising monetization**
- **One additional opportunity**

Background: LTE D2D and 802.11p (V2V) are relatively new communication architectures that essentially provide added-value to a mobile network device.

Assignment: Compose a Whitepaper that overviews LTE D2D-enabled service provision. My expectation is that the whitepaper will be 3-to-6 pages in length. Include references where necessary for any referenced content. 3GPP, vendors (QualComm, Alcatel-Lucent, etc.), network providers/carriers are some of the sources to consider. The paper should provide a brief architectural overview of LTE D2D (i.e., use case scenarios), summarize pertinent market domains where opportunities for D2D/V2V exist, and choose one application area (e.g., P/S, advertising, etc.) where D2D service availability is expected to make an impact and potentially create new markets and services for users.