



By **Wi-Ex**

## **Wi-Ex Supports Pro-Consumer Actions taken by the FCC Regarding Cell Phone Signal Boosters**

Atlanta, GA - April 7, 2011 - Wi-Ex, a leading provider of commercial and consumer cell phone signal boosters, announced today its support of the FCC's Notice of Proposed Rulemaking (NPRM) on cell phone signal boosters.

"Even when reading the introduction to this document, it is clear that the FCC has the consumer's best interest in mind," said Lloyd R. Meese, CEO of Wi-Ex. He continues, "Wi-Ex already complies with preventing interference with the carrier network. As a leader in cell phone signal boosters, we see firsthand the positive impact of cell phone signal boosters for consumers and businesses. We recognized from the beginning that oscillation could be an issue and developed patented technology as a solution to the problem. With hundreds of thousands of boosters already helping municipal, state and federal governments, military installations, security agencies, businesses, healthcare facilities and most importantly consumers, today's NPRM is a win for consumers."

The document starts – "We initiate this proceeding to facilitate the development and deployment of well-designed signal boosters, which hold great potential to empower consumers in rural and underserved areas to improve their wireless coverage in their homes, at their jobs, and when they travel by car, recreational vehicle, or boat." It continues later, "The *NPRM* proposes a new regulatory framework authorizing individuals and entities to operate "consumer signal boosters"<sup>1</sup> provided the devices comply with: (1) all applicable technical and radiofrequency (RF) exposure rules, and (2) a set of parameters aimed at preventing and controlling interference and rapidly resolving interference problems should they occur."

The document also states: "The public interest is best served by ensuring that consumers have access to well-designed boosters that do not harm wireless networks." The entire document can be found at [http://hraunfoss.fcc.gov/edocs\\_public/index.do?document=305599](http://hraunfoss.fcc.gov/edocs_public/index.do?document=305599)

Poor in-door cell phone signal continues to frustrate today's mobile consumer. According to the annual zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex and conducted by Harris Interactive®, nearly 70 percent (66 percent) of cell phone owners consider their cell phone their essential voice and/or data communication tool. The survey also found that 67 percent of cell owners experience problems with their cell phone signal at home including poor quality and 49 percent claim to have done something special to improve signal strength in order to make or receive a call in their home.

"The FCC has listened to consumers regarding the need for signal boosters. Our customers send us emails and tell us at consumer-directed tradeshows like MacWorld, how they love and

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<sup>1</sup> We (FCC) define the term "consumer signal booster" in this *NPRM* to include any signal booster operated by (or for the benefit of) consumers on spectrum being used to provide subscriber-based services, *e.g.*, voice communications, texting, using a broadband connection to access e-mail or the Internet."



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can FINALLY use, their cell phones, iPhones and smartphones, now that they have a zBoost. I think the carriers are probably happy that their customers are happy, too,” says Sharon D. Cuppett, vice president of product management and marketing at Wi-Ex. She adds, “With a 25% or better churn and the number one reason being poor service, zBoost helps the carriers keep their current customers – I’m not releasing numbers, but many consumers use our product and have told us that they would have switched carriers and returned phones, even cool ones like the iPhone, without it. Below are just a couple of examples of happy consumers.”

### **Consumer Testimonials from zBoost Customers**

“I am a glassblower in Wells, Vermont where cell service is pretty spotty. Clear reception is essential for running my business and nobody likes getting one of “those static cell phone calls. Even though the cell phone provider guaranteed me service at my house, I got no bars until I got my zBoost. After adding the zBoost, I went from 0-1 bars to getting full service. Anywhere I previously got 1 bar, I now get full bars. And many, many places where I didn’t have any service I can now make clear calls. Cell service is priceless and buying the zBoost was worth every penny and so much more. If you live in rural America, this is the product for you. It’s quite rare that I’m this ecstatic about a product. The zBoost is really, probably one of the best products I ever purchased.” – Jason

“I work in corporate communications, and I need to be available at a moment’s notice in situations, where there is news at work that has to be communicated to employees. I work from home on a regular basis, and it’s important to be available to my colleagues pretty much all the time. It was unbelievably frustrating when one of them would try to call me on my cell phone...half the time my phone wouldn’t ring at all, and then two hours later I would see that there was a new voice mail. The signal at my house was just terrible, and when I worked from home, I was on pins and needles that I might be missing an important call... (before I installed my zBoost) I had to go outside to get a signal – in snow, rain, and even hail. It was completely pathetic. I would come in from a call looking like a drowned rat. No more going outside in all kinds of weather to get a signal; no more missed calls from work; no more worrying about missing calls from work – the zBoost is fantastic for keeping me connected to work and for my peace of mind.” -- Lauren M. in Denver

### **zBoost: Extending Cell Zones**

There are several reasons why cell phone signal boosters like zBoost are an essential tool for today's mobile lifestyle.

- With more than 50 percent of cell phone calls made in-doors, a reliable in-door cell phone signal is needed for consumers and businesses to stay connected.
- As more users take advantage of Internet, messaging and video on their cell phones and smartphones, the signal weakens for all of the users at the same time.
- With close to 30 percent of Americans without a landline, their cell phone or smartphone is their only phone.
- Boosters like the zBoost SOHO allows for multiple users with multiple carriers to enjoy the benefits of a strong cell phone signal simultaneously.



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Recent studies found that 72 percent of small businesses use mobile apps in their operations and nearly 40 percent said it would be hard to survive if their mobile apps vanished. Combine this with statistics predicting that half of American's will use a smartphone by the end of 2011 and it becomes clear that a strong cell signal is essential for consumers and business. The zBoost line allows users to take full advantage of data, voice and Internet services on their iPhones, BlackBerry, DROID, connected devices, smartphones and other mobile devices including 3G high-speed data and video, instant messaging, pictures and more - at home, in their personal workspace or in a corporate office, both in the U.S. and abroad.

### **About Wi-Ex**

Wi-Ex ([www.wi-ex.com](http://www.wi-ex.com)), a leading provider of cell phone signal boosters, developed zBoost, the first consumer-priced signal booster that “extended cell zones” for the small office/home office cell phone market. Wi-Ex expanded their “extending cell zone coverage” beyond consumers to corporate enterprises and large commercial applications. From M2M applications to large commercial complexes to the rising number of teleworks, the zBoost line provides a business-centric solution for improving poor in-door cell phone coverage domestically and internationally. The zBoost product line works with most carriers in the US and abroad including AT&T, Sprint, Vodaphone, Verizon and T-Mobile. The award-winning zBoost home and office solutions help today's connected consumers including iPhone, iPad, Android (DROID), BlackBerry, and smartphone users with dropped calls and slow data. They were awarded a 2007 and 2010 Consumer Electronics Association Innovations Honoree by the Consumer Electronics Association (CEA). They also were selected as a finalist for the 2007 and 2009 CTIA Emerging Technologies (E-Tech) Award. As the leader, zBoost has more awards, more sales and more locations than all their competitors combined. Wi-Ex continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals.

### **About the zBoost "State of the Cell Signal Survey:**

Harris Interactive® fielded the study on behalf of Wi-Ex from December 8 – 10, 2009 via its QuickQuery<sup>SM</sup> online omnibus service, interviewing a nationwide sample of 2,212 U.S. adults aged 18 years and older of whom 1,869 own a cell phone and 443 are teleworkers. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Deanna Anderson at [danderson@aquapr.com](mailto:danderson@aquapr.com).

For More Information:

Deanna Anderson, APR  
AquaPR  
[danderson@aquapr.com](mailto:danderson@aquapr.com)  
404-759-1890