



# Life Uninterrupted Survey Reveals 69 Percent of Smartphone Owners Experience Service Problems

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LAS VEGAS — A study commissioned by zBoost and Wilson Electronics, and conducted by Harris Poll in August 2014 among over 2,000 Americans, indicates that 69 percent of smartphone owners who use data have experienced service problems including slow data, poor signal reception or dead zones in their home and/or on the go.

Wilson Electronics ([www.wilsonelectronics.com](http://www.wilsonelectronics.com)), manufacturer of North America's top-selling line of cellular signal boosters and zBoost ([www.zboost.com](http://www.zboost.com)), a leading provider of consumer cell phone signal booster kits, showcased today the companies' line of cell phone boosters at Pepcom's [MobileFocus at CTIA Super Mobility in Las Vegas](#).

“The Life Uninterrupted Survey revealed something we all knew: a reliable indoor cell phone signal is a must for today's connected lifestyle,” said Jonathan Bacon, director of marketing at Wilson Electronics. “The explosive growth and adoption of 4G LTE technology by consumers using smartphones and tablets is driving our move towards true Connected Living. With the vast majority of smartphone owners experiencing service problems, a reliable indoor cell phone signal is an essential tool for making Connected Living a reality. At Wilson Electronics and zBoost we're dedicated to developing the highest quality, best value and most affordable signal booster solutions on the market to keep consumers connected.”

## *Connected Living - At Home and on the Go*

From heading outside to standing by a window to remaining in one room, the Life Uninterrupted Survey also found that 62 percent of mobile phone users have done “something special” to attempt to improve signal reception to make or receive a cell phone call indoors. In addition, the survey found that 50 percent of smartphone owners who use data have experienced slow transmission of data on their mobile phones. The zBoost and Wilson Electronics cellular signal boosters keep consumers connected with solutions to boost both voice and data indoors.

## **zBoost CONNECT-ALL™**

- A cellular signal booster designed for multiple rooms
- Compatible with all mobile phones and devices for voice, text and 4G LTE data on all U.S. carrier networks
- Reduces dropped calls and enhances data rates for multiple cellular devices, simultaneously



### **Wilson Electronics DB Pro 4G™**

- A cellular signal booster designed for a whole home
- Works with all carriers and all cellular devices
- Amplifies weak cellular signals to provide a reliable voice and data signal, including 4G LTE

The connected life also extends outside of the home with consumers relying on their mobile phones on the go. The survey found that 50 percent of mobile phone owners say their mobile phone allows them to be more productive in their vehicles. Both zBoost and Wilson Electronics offer cell phone signal boosters designed to keep consumers connected while on the go.

### **zBoost Mobile1™**

- Boosts the signal for a single user in a vehicle
- Reduces dropped calls and dead zones for more complete cellular coverage
- Cradle offers the user “hands-free” operation

### **Wilson Electronics Mobile Maxx 3G™**

- Boosts voice & 3G signal for all carriers
- Boosts the signal for multiple users in a vehicle, simultaneously
- Extends the range a user can connect on a call by up to 60% over alternative booster solutions

### **About Wilson Electronics, LLC**

Wilson Electronics, LLC, a leader in the wireless communications industry for more than 40 years, designs and manufactures the industry’s broadest product portfolio of cellular signal boosters, antennas and related components that significantly improve fixed and mobile cellular communication for use in consumer, enterprise and industrial applications worldwide. All Wilson products are designed, manufactured and tested at the company's U.S. headquarters. Wilson signal booster product solutions fully comply with FCC regulations and are FCC type accepted and Industry Canada (IC) certificated. For more information visit [www.wilsonelectronics.com](http://www.wilsonelectronics.com).

### **About zBoost**

zBoost ([www.zBoost.com](http://www.zBoost.com)), a leading provider of consumer cell phone signal booster kits and manufacturer of the popular [zBoost cell phone signal booster](#), was the first company to introduce consumer-priced, easy-to-install - no knobs, cell phone signal booster kits that “extended cell zones” for the home market. The zBoost product line works with most carriers in North America including AT&T®, Sprint®, T-Mobile® and Verizon®. The award-winning zBoost home solutions help today's connected consumers using iPhone, iPad, Android (DROID), BlackBerry



with dropped calls and slow data. zBoost continues to develop innovative products that meet the demands of an increasingly wireless society by enhancing wireless signals.

## **Methodology**

This survey was conducted online within the United States by Harris Poll on behalf of Digitas LBi from August 13-15, 2014 among 2,016 adults ages 18 and older, of whom 1735 use a mobile phone and 1019 have a smartphone and use data. 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, [danderson@aquapr.com](mailto:danderson@aquapr.com)

## **About Nielsen & The Harris Poll**

On February 3, 2014, Nielsen acquired Harris Interactive and The Harris Poll. Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit [www.nielsen.com](http://www.nielsen.com)