

## **zBoost SOHO Line of Cell Phone Signal Booster Kits Aimed at Signal-Challenged Consumers Premieres at CES 2014**

Las Vegas - January 6, 2014 - zBoost, a leading provider of consumer cell phone signal booster kits, announced today the launch of its new zBoost SOHO line of cell phone signal booster kits to be showcased from January 7-10 at the International CES 2014. Showcased in booth 80032, LVCC Gold Lot, the new zBoost SOHO line leverages zBoost's award-winning technology to provide consumers with a line of easy-to-use cell phone signal booster kits that put an end to dead zones, dropped calls and choppy voice. The zBoost SOHO line includes: the new and improved models of zBoost SOHO and zBoost SOHO Xtreme and launching a new zBoost SOHO Max. The entire line of boosters complies with the new FCC rules that are set to take effect March 1, 2014.

The new zBoost SOHO continues to provide consumers with coverage up to 2,500 square feet using low signal loss RG6 Cable. The SOHO Max includes a high-gain external antenna which provides consumers up to 3,500 square feet of coverage. The SOHO Xtreme covers up to 5,500 square feet and includes upgraded internal and external antennas. The SOHO Max and SOHO Xtreme include a window-entry cable for easier installation.

"As a leader in the booster industry, we have always developed our technology to protect the provider's network and continue to do so with our new line of zBoost SOHO cell phone signal booster kits which meet the new FCC standards," said Karen Reynolds, president of zBoost. "With more than 50 percent of US homes having no landline or not relying on it as their primary phone, a strong indoor cell phone signal is a growing necessity for many consumers. The new zBoost SOHO line leverages the success of our SOHO products to provide consumers with an answer to dropped calls and choppy voice."

Recent industry reports find that 72 percent experience dropped calls at least occasionally. When combined with a recent report unveiling that 25 percent of consumers 18 to 44 years old are unable to remember not having their phone with them, there is the potential for extreme consumer frustration with poor indoor cell phone signals.

"In the past, signal-challenged consumers would buy a zBoost SOHO and then additional upgraded antennas in order to have the coverage needed due to their limited bars outside or at the window. We created these new products with upgraded cable and antennas in order to satisfy these extremely signal-challenged consumers," said Frank Smith, vice-president of sales of zBoost.

The zBoost SOHO line provides consumers and small businesses with an enhanced cell phone signal on all connected devices operating on the 800 and 1900 MHz frequency for up to 5,500 square feet. Units come kit complete with an easy set-up solution. zBoost products use patented technology and protect the carrier network. The new line includes:

- zBoost SOHO
  - Requires 2 to 3 bars outside and coverage up to 2,500 square feet
- zBoost SOHO Max
  - Requires 1 to 2 bars outside and coverage up to 3,500 square feet
- zBoost SOHO Xtreme
  - Requires 1 to 2 bars outside and coverage up to 5,500 square feet

*\*Coverage results vary. Coverage is dependent on geographic location and building construction.*

**About zBoost**

zBoost ([www.zBoost.com](http://www.zBoost.com)), a leading provider of cell phone signal booster kits and manufacturer of the popular zBoost product line. zBoost was the first company to introduce consumer-priced, easy to install, cell phone signal booster kits that “extended cell zones” for the small office/home office cell phone market. Starting March 1, 2014, the FCC will require all consumer cell phone signal boosters to be kitted. The zBoost line provides a business-centric solution for improving poor indoor 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. zBoost's recognition by industry leaders includes: 2007 and 2010 Consumer Electronics Association Innovations Honoree by the Consumer Electronics Association (CEA), a 2011 and 2012 EXC!TE honoree, 2012 CE PRO's Top 100 Technology Providers and a finalist for the 2007, 2009 and 2013 CTIA Emerging Technologies (E-Tech) Award. zBoost continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals. Find us at CES in booth 80032, LVCC Gold Lot next to the driverless pavilion.

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