



By **Wi-Ex**.com

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Road Trips Made Merry

New zForce In-Vehicle Cell Phone Signal Booster Adds Miles of Cheer

Holiday II, Last Minute

ATLANTA--([BUSINESS WIRE](#))--Not only are the holidays the most wonderful time of the year, they are also the busiest! With end-of-year deadlines at work, shopping, holiday parties and travel plans, the holidays keep people constantly on the move. To reduce dropped or missed calls and data interruption during travel, Wi-Ex (www.Wi-Ex.com), a leading provider of consumer and commercial cell phone signal boosters, has launched zBoost zForce in-vehicle cell phone signal booster.

Americans spend a lot of time in their cars and even more over the holidays. The Allstate 2011 Good Hands Roadside Assistance Survey shows that almost half (45 percent) of American drivers say they plan on taking a road trip of two or more hours during the upcoming holiday season.

With the amount of time spent in the car over the holidays, it is important that drivers and passengers stay connected. Because most long-distance holiday travel, about 91 percent, according to Bureau of Transportation Statistics, is by personal vehicle, cellphones and smartphones are a travel necessity.

Whether you're using GPS to get to your next holiday party, distracting your children during a road trip, catching up on email or staying up-to-date on news and social media, wireless gadgets are travel lifelines. The Bureau of Transportation Statistics also reported that the average long-distance trip length is 275 miles over the December holidays.

Now shipping, the zForce works with 800 MHz and 1900MHz phones which covers most carriers (except Nextel/iDEN, 4G or 2100MHz). The zForce is easy to install and includes a bi-directional amplifier unit housed in a sturdy, lightweight cradle for hands-free operation, 12V cigarette power adaptor, external magnetic mount antenna with 15 ft cable and optional gooseneck cigarette lighter adapter.

The zBoost line allows consumers to take full advantage of data, voice and Internet services on their iPhones™, iPads™, connected devices and smartphones.

This holiday season help family, friends and co-workers stay connected during their holiday travel and all year long with the zBoost zForce.

Visit <http://zboostyourlife.wi-exblog.com/> for the 2011 Holiday Driving Stats infographic.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50096351&lang=en>

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