



Wi-Ex Launches Pair Of Cellular Signal Boosters

By Joseph Palenchar -- TWICE, 6/22/2011

New York - [Wi-Ex](#), the maker of cellular signal boosters for in-home and car use, has unveiled a pair of new zBoost-brand signal boosters.



Wi-Ex's zBoost Metro YX540iP cellular-signal booster
data networks.

The z-Force YX240 is the company's first in-car booster with universal hands-free cradle. The other product is the zBoost Metro YX540iP, which is designed for use in single-floor dwellings such as apartments in urban areas. The YX540iP works with any 800/1900MHz cellphone but is targeted to iPhone users because it has been software tweaked to perform best at frequencies used by the iPhone.

The YX540iP is also bundled with a \$15 gift card for iPhone/iPad apps and with an application guide that highlights iPhone and iPad apps for business users and on-the-go teleworkers.

Both new models are dual-band 800/1900MHz boosters that boost the reception and transmission of cellular phone calls and data sessions over all U.S. networks except the Nextel/iDEN network, 1.7/2.1GHz voice and data networks, and 700MHz

Both were introduced here at the Consumer Electronics Association (CEA) Line Show.

The z-Force car solution, shipping in October at a suggested \$129, incorporates a flexible cradle to accommodate any phone. The cradle contains an embedded bi-directional cellular amplifier that wirelessly amplifies the phone's signal while the phone is in the cradle, making a wired connection unnecessary between the phone and cradle. The amplifier also helps to extend cellphone battery life because a stronger signal is easier on the battery, the company said.

The cradle connects to a magnet-mount antenna on the vehicle's roof and gets power from the vehicle's cigarette lighter. For the phone's signal to be amplified, the phone must remain in the cradle, but drivers can use the phone's speakerphone capability or Bluetooth to send and receive calls.

An optional gooseneck cigarette-lighter adapter is also available.

Wi-Ex's existing in-car solution is a \$179-suggested hide-away booster that wirelessly boosts the signals of multiple cellphone users in a vehicle at once.

For use at home, the company launched the zBoost Metro YX540iP iPhone Signal Booster, available initially as an Amazon exclusive. The \$299 device is designed for single-story applications, such as apartments in urban areas, because it does not require vertical separation of 8 to 15 feet between the antenna and the base unit. The Metro YX540iP boosts signals up to 1500 square feet and includes base unit with base antenna, low-loss cable, window-mount signal antenna and power supply. It supports multiple cellphones simultaneously.

The Metro YX540iP is priced the same as a similarly configured zBoost Metro, which isn't packaged with the gift card or application guide.