



zBoost your iPhone and iPad at Home and on the Go

A Macworld's First Looks Product Provides Miles with No More Slow Data or Dropped Calls

San Francisco - January 26, 2012 - Wi-Ex (www.wi-ex.com), a leading provider of consumer and commercial cell phone signal boosters, showcased its zBoost line of cell phone signal boosters at Macworld/iWorld in Booth #347 including its new zBoost zForce and zBoost SOHO Xtreme. The award-winning zBoost home and office solutions help today's connected consumers including iPhone, iPad, DROID, Blackberry and smartphone users take full advantage of data, voice and Internet services on their smartphones and connected devices.

The zBoost zForce is one of the Macworld/iWorld First Look honorees and will also be on display in the First Looks kiosk during the show. zBoost will also offer special show pricing for Macworld/iWorld attendees interested in purchasing during the show.

"Today's consumers want technology that lets them enjoy their favorite shows, work and personal calendars, games, social networks and emails on the go and the extreme data requirements this requires make consumers even more aware of the of the reliability and strength of their cell phone signal," said Sharon Cuppett, vice president of marketing for Wi-Ex. "Even with carriers continued focus on improving networks and indoor cell phone signal, more than 60 percent of consumers experience problems with their indoor cell phone signal. Macworld provides us the opportunity to connect with iPhone and iPad users who can utilize the zBoost line of products to improve their indoor cell phone coverage and maximize their device."

According to the zBoost State of the Signal Survey, commissioned by Wi-Ex and conducted online by Harris Interactive, 65 percent of online cell phone/smartphone owners experience problems with their cell phone or smartphone service including dropped calls or data, poor reception or dead zones in their home or poor signal reception or dead zones at work. The survey also found that 71 percent consider their cell phone/smartphone their essential voice and/or data connection tool.

zBoost zForce

Retailing for \$99 or \$149 with gooseneck adaptor at Amazon or other leading retailers, the z-Force is a dual band cradle unit that captures the signal outside of the car and amplifies it on the inside for a stronger "hands-free" signal reducing dropped calls and slow data.

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.

Benefits include:

- Reduces dropped calls and dead zones
- "Hands-free" operations
- Extends cell phone range
- Improves signal strength for voice and data
- Works with most phones and most carriers (except Nextel/iDEN or 4G)
- Extends cell phone battery life
- Features built-in port for charging, auto-shut off when your vehicle is not in use and adjustable arms to fit most any phone

zBoost SOHO Xtreme

Designed for consumers, the zBoost SOHO Xtreme cell phone signal booster, extends a Cell Zone™ for multiple users and all devices operating on 800 and 1900 MHz frequency bands (except those using Nextel/iDEN or 4G) up to 5500 square feet.

The zBoost SOHO Xtreme package includes everything you need to boost your signal including the zBoost amplifier base unit, directional base unit antenna, power supply, coaxial cable (RG-6), industrial grade signal antenna and mounting hardware. The wide radio wave beam width directional antenna receives signals from multiple cell towers.

Additional benefits include:

- Increases indoor signal coverage-up to 5500 square feet
- Decreases dropped or missed calls
- Increases signal strength for better voice and data transmission
- Extends phone battery life (uses less power when signal is stronger)
- Supports multiple users simultaneously
- No cradle or connections to your phone
- Easy to set up – comes complete with everything you need
- Compatible with all U.S. carriers and mobile devices using 800 & 1900 MHz (except Nextel/iDEN or 4G)

The zBoost SOHO Xtreme is immediately available and retails for \$549 (MSRP).

About Wi-Ex

Wi-Ex (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 has 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 teleworkers, 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) and a 2011 EXC!TE honoree. 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.