



By **Wi-Ex**

## **Wi-Ex Announces Launch of Machine-to-Machine, M2M, Division**

Orlando - March 22, 2011 - Wi-Ex, a leading provider of consumer and commercial cell phone signal boosters, announced today the launch of its machine-to-machine (M2M) division. The new division will focus on providing M2M solutions for key markets including consumer facing point-of-sale devices such as kiosks, vending machines and ATMs, mobile data collection, health and medical monitoring and industrial machine-to-machine communications. Wi-Ex will display the zBoost consumer and commercial products at CTIA Wireless in booth # 3059.

"The launch of the Wi-Ex M2M division is in direct response to the growing need for reliable service in this expanding market. Recent reports predict the number of cellular M2M connections will grow to more than 160 million by the end of 2011 and up to 390 million by 2014," said Lloyd R. Meese, CEO of Wi-Ex. "While some consumers have become accustomed to dropped calls and slow data, many M2M applications carry vital information such as healthcare and financial making cell phone signal quality a top priority."

According to IDC Technology Spotlight, Sponsored by Wi-Ex, "From Consumer-Centric to Business Essential: Extending Smartphone and Mobile Broadband Device Service into the Workplace," IDC #1073, January, 2011, "Used for years to improve sub-par cell service in homes, signal-boosting technology has come of age to provide increased signal strength throughout a business facility."

The Spotlight continues, "From a machine-to-machine perspective, quality of service inside a facility also is essential. For example, automatic meter reading and transmission of usage data improve production planning, cost savings on service employees, and damage control. More advanced systems will take advantage of two-way communications to deliver and manage sophisticated services such as smart grids to better manage power and resource consumption."

The Spotlight adds, "Strong cellular signals are critical for any of these smartphone and machine-to-machine solutions to be effective. These devices are frequently located in basements, deep within buildings. Weak signals are more susceptible to interference and therefore must be strengthened to ensure that coverage across a campus or within a building is strong."

Visit <http://www.wi-ex.com/IDCSpotlight.aspx> to download a complimentary copy of IDC Technology Spotlight From Consumer-Centric to Business Essential: Extending Smartphone and Mobile Broadband Device Service into the Workplace, IDC #1073, January, 2011.

### **About Wi-Ex**

Wi-Ex ([www.wi-ex.com](http://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 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 teleworks, 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-



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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). 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.

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