



By **Wi-Ex**

**zBoost Cell Phone Signal Boosters Utilized At The
WIRED Business Conference: Disruptive By Design In Partnership With MDC Partners**

zBoost Cell Phone Signal Boosters Keep Executives Connected During All-Day Conference

Atlanta - May 1, 2012 - Wi-Ex (www.wi-ex.com), a leading provider of consumer and commercial cell phone signal boosters, announced today that the fourth annual WIRED Business Conference: Disruptive by Design in partnership with MDC Partners is utilizing several zBoost by Wi-Ex cell phone signal boosters to provide the more than 400 thought-leaders in attendance with a reliable indoor cell phone signal. The zBoost line allows consumers to take full advantage of data, voice and Internet services on their iPhones(TM), iPads(TM), connected devices and smartphones.

Held at the Museum of Jewish Heritage in New York City, the WIRED Business Conference is a one-day symposium featuring C-level executives and thought-leaders featuring groundbreaking discussions on disruptive business practices, ideas, and innovations. Spot On Networks installed the zBoost signal boosters for the symposium.

“The building is a cellular dead zone due to the building’s exterior construction – primarily the lead tinted windows. Prior to the installation of the zBoost solution, the only way to make a phone call was to open a door and go outside of the building,” said William Howard, Vice President of Project Management for Spot On Networks. “The addition of the zBoost allows for the attendees to stay connected to their offices during the event.”

The phone signal boosters were installed in several locations within the three-story building including the auditorium and conference rooms, the lunchroom, lobby area and reception area.

“Smartphones and tablets are an essential part of staying connected to the office, however a poor indoor cell phone signal can make this a challenge,” said Michael Cumiskey of Wi-Ex. “With Spot On Networks help, we provided the attendees of the WIRED Business Conference with the ability to stay on top of emails, phone calls and texts, as well as Tweet the latest conference news all while still enjoying the conference.”

Benefits of using a zBoost cell phone signal booster include:

- Increases indoor signal coverage
- Supports multiple users simultaneously
- Compatible with all U.S. carriers and mobile devices using 800 & 1900 MHz (except Nextel/iDEN or 4G, 2100MHz phones)
- Increases voice and data transmission
- Decreases dropped or missed calls
- No cradle or connections to your phone
- Extends phone battery life (uses less power when signal is stronger)
- Protects the carrier network using patented technology

About [Spot On Networks](#)

Spot On Networks is the largest service provider of high speed Wi-Fi Internet to the multifamily

housing industry. Utilizing various technologies, Spot On Networks provides high speed Wi-Fi capabilities throughout a residential complex that replace the need for DSL or Cable Modem services while providing complete mobility and faster internet service within that complex. All of Spot On's Wi-Fi networks are designed to support not just laptops but Smartphones, gaming devices, wireless printers and all other Wi-Fi enabled devices. For more information please visit <http://www.spotonnetworks.com>

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.

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