

zBoost Warns Smartphone and Tablet Users to “Beware of the Dead Zone”

zBoost Your Signal Out of the Dead Zone and Into the Work Zone

Las Vegas - May 20, 2013 – Wi-Ex, a leading provider of consumer cell phone signal booster kits, warns mobile consumers and professionals to “Beware of the Dead Zone.” Showcased May 21 -23 at CTIA 2013 in booth 2225, “Beware of the Dead Zone” highlights how a strong cell phone signal allows consumers and professionals to maximize their smartphones and tablets. With close to 70% of cellphone users experiencing dropped calls, the new line of award-winning zBoost cell phone signal booster kits helps consumers and professionals stay out of the dead zone and enjoy the work zone, where they can stay connected, entertained and organized.

“With 100’s of thousands of the zBoost SOHO in the market, the zBoost product line provides a strong signal allowing smartphone and tablet users to maximize their devices,” Sharon Cuppett, executive vice president of marketing at Wi-Ex. “Everyone hates the challenges of a low signal, besides draining the phone battery -- it’s unprofessional to have choppy voice, calls that go straight to voicemail and SLOW data. With a zBoost in your home or office that goes away -- goodbye to the ‘Dead Zone’ and hello to the ‘Work Zone’ and staying connected, entertained and organized.”

Beware of the Dead Zone

Consumers continue to rely on their smartphones and tablets to keep up with schedules, check personal and work emails, and stay connected on social media, however a poor cell phone signal can make this a challenge for today's on-the-go consumer and professional. According to recent study by the Pew Research Center's Internet & American Life Project, 77% of cell phone Internet users experience slow download speeds that prevent data from loading as quickly as they would prefer.

The zBoost line of cell phone signal booster kits connect home, office, dorm or car and prevents dropped or missed calls and slow data on mobile phones and tablets. The zBoost family of cell phone signal boosters brings reliable cell phone signal inside and helps prevent dropped or missed calls and slow data, as well as extends battery life.

About Wi-Ex

Wi-Ex (www.wi-ex.com), a leading provider of cell phone signal booster kits and manufacturer of the popular zBoost product line, 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 and now includes the “DataBlast”, an LTE booster. From M2M applications to large commercial complexes to the rising number of teleworkers, 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-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 Electronic Association (CEA) and a 2011 and 2012 EXC!TE honoree and 2012 CE PRO's Top 100 Technology Providers. They also were selected as a finalist for the 2007, 2009 and 2013 CTIA Emerging Technologies (E-Tech) Award. Wi-Ex continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals.